

## Summary



## **Mark Fromson**

Digital Project Manager,
UX Architect and Functional Analyst

Vancouver, BC, Canada mark@fromsonconsulting.com

Client Portfolio: www.fromsonconsulting.com

- 20 years in digital; web, mobile and application development. Played roles in over 500 separate projects for over 150 clients in multiple industry verticals.
- 18 years in digital project management and account direction.
- 15 years in information architecture (IA) and user experience (UX).
- 18 years in strategy consulting, business process analysis and requirements definition.
- 18 years in pre-sales role as prime fulfillment manager.
- 18 years in online branding and online marketing.
- Four times created and implemented agency-wide multi-disciplinary development process, best practices and methodology.
- Personally coded over 50 corporate Web sites (graphics and front-end scripting).
- Certified Scrum Master.
- Co-Founder of LocalSolo.com A curated network of over 25,000 top freelancers.
- Founder of the <u>Vancouver Digital Project Managers Meetup Group</u> (over 800 members)
- Active in Vancouver UX and Information Architecture communities.

I have sub-contracted for the following Digital Agencies:

- Invoke Media www.invokedigital.co Vancouver
- Powershifter <u>www.powershifter.com</u> Vancouver
- 123 West http://123w.ca Vancouver
- Blast Radius www.blastradius.com (a WPP Company) Vancouver
- Habanero www.habaneros.com Vancouver
- Karo http://www.karo.com/- Calgary/Vancouver
- Noise Digital <u>www.noisedigital.com</u> Vancouver
- Cypress (Now <u>www.weareratio.com</u> -a <u>Globant Company</u>) Seattle
- The Coverall Crew <u>www.coverallcrew.com</u> Vancouver
- Online Guru <u>www.onlineguru.com</u> San Diego
- Peel Interactive www.peelinteractive.com Seattle
- ProTI www.proti.net Seattle
- Red Bricks Media San Francisco



Work Experience	05/03-Present	Fromson Consulting	Vancouver, B.C.		
	Title: Principal				
	I have 20 years of experience working for many of the top digital and advertising agencies in the US and Canada. I can perform the project manager, functional/business analyst and UX/information architect role with equal professional fluency. I'm plug and play, you won't find many contractors who integrate with you team as fast and effectively as I do. Agencies have also hired me to implement best practice process and tools across their entire organization.				
	I also consult direct for many clients in multiple industry verticals. Companies realize significant savings be engaging me individually to plan, architect and prototype their projects. My partner and freelance networks also extensive, allowing me to source and manage experienced design, development, content and marketing resources to launch client projects successfully.				
I've worked with Sony, Adobe, Disney, Microsoft, Time Warner, Comcast, CBS, Starbucks, Make A Wish Foundation, AT&T and Telus among many others.					
	11/13-Present	LocalSolo.com	Vancouver, BC		
	Title: CEO & Co-Founde	er			
	I am the CEO and Co-Founder of LocalSolo.com. LocalSolo is a curated network of over 25,000 top local freelancers in 90 major market cities worldwide.				
	2017	Powershiter	Vancouver, BC		
	Title: Digital Project Manager (Contract)  Contract with Powershifter as a Senior Digital Project Manager on a number of projects for Telus and CMPNY. Filled in while they looked for a full time hire, then transferred the projects over to that hire.				
	2016	Invoke Media	Vancouver, BC		
	Title: Digital Project Manager (Contract)  Contract Digital Project Management on a number of projects at Invoke Media. Started 3 projects, then filled in while they looked for a full time hire, then transferred the projects over to that hire.				
	06/13-04/14	123W	Vancouver, BC		
	Title: Digital Project Manager (Contract)				
	Contract Digital Project Management on a number of projects at 123W.				



2014-2016	Karo	Vancouver, BC	
Title: Digital Project M	lanager (Contract)		
_	chitecting the features, funct	on a number of projects. Also performing the role of User onality and information architecture of various corporate	
06/13-04/14	Noise Digital	Vancouver, BC	
Title: Director of Proje	ect Services (Contract)		
company through a resource managemed duties then shifted to contract worker staff I planned and imples process and was res	complete best practice imple ent and project estimation pr to an ongoing management re ffing, project process and too mented a custom online reso ponsible for the government	ties of the Director of Project Services. I initially took the mentation cycle that involved new contract templates, ocedures and project management process and tools. My ole where my primary responsibilities were; resourcing, is, project management team & technical team leadership. The urce management tool, a new offshore quality assurance SR&ED and IRAP grant applications. I also personally Architect role on both internal and client projects.	
2010-2011 and 2014	4 Blast Radius	Vancouver, BC	
Title: Senior Project M	lanager (Contract)		
Contract Senior Project Manager for the Blast Radius team that planned and designed the Starbucks Digital Network. I coordinated the Blast Radius, Starbucks leadership and Yahoo technical teams on the project's planning and design phases. The SDN has launched now at all participating Starbucks across the US. I also did a second 4 month stint at Blast in 2011 on the Starbucks account, and a third in 2014 on the Nike account.			
2003-2011	Cypress Consulting	Seattle, WA	
Title: Senior Project Manager and UX Architect			
I was a remote contract Digital Project Manager and UX Architect for Cypress Consulting for many projects over an 8 year period. Cypress recently merged with Ratio (www.weareratio.com) to become the largest privately owned interactive agency in the Pacific Northwest. They are now owned by Globant.			
04/01-09/02	Blue*Spark	Toronto, Ontario	
Title: Senior Project M	1anager (Full Time)		



	One of Toronto's top Interactive firms, BlueSpark focuses on e-business strategy, creative and technology implementations for such clients as Aim Trimark, Sun Microsystems, Government of Ontario, Harlequin Publishing, Rogers Media, GlaxoSmithKline Pharmaceuticals, CHUM, CBC, Canadian Tire and the National Ballet of Canada.				
	02/00-03/01	NextLeft		San Diego, California	
	Title: Senior Account Di	irector (Full Time)			
	An Interactive firm with offices in San Diego, Los Angeles and New York City, NextLeft focuses on e-busines strategy, creative and technology implementations for such clients as Gateway Computers, Hewlett Packard, Restoration Hardware, Kyocera Wireless, Biocarta, Ted Waitt Family Foundation, PC Magazine, an Fox Sports.				
	04/97-01/00	USWeb/CKS		Seattle, Washington	
	Title: Web Project Manager and Strategy Consultant (Full-Time)				
	USWeb/CKS was in the year 2000 the world's largest publicly traded internet development company, with 10,000 employees and over 90 offices worldwide (changed company name to MarchFirst in 2000). I was among the first 150 employees of USWeb in 1997 as my previous company Cosmix was purchased to become its fourth office location. Our Seattle branch was known as a flagship office, with heavy ties to Microsoft and a staff of over 140 people at its peak.				
	06/96-04/97	Cosmix Web Des	ign	Seattle, Washington	
	Title: Front-End Develo				
	Cosmix Web Design was one of Seattle's first internet development companies, founded in 1995. Cosm was purchased in 1997 and became the fourth office of USWeb Corporation.				
Education and Training	Certified Scrum Master Scrum Alliance - 2011				
	Certificate in Project Management University of Washington - 1997				
	Master of Science in Illinois State Universit	•	PA 4.0)		
	Bachelor of Arts The University of Mai	nitoba - 1991			



Computer Skills	Axure Interactive Prototypes, Adobe Photoshop, Adobe Illustrator, HTML, CSS, Basecamp, Microsoft Word, Project, Power Point, Excel.		
Project Implementation Technologies	I've planned and managed projects that have utilized the following technologies:  Implementation Technologies: .Net/C#, Ruby on Rails, Jquery, AJAX, Angular JS, Backbone JS, Active Server Pages, Java (J2EE Compliancy, Struts, Servlets, EJBs, JSPs), XML, PHP, Microsoft Silverlight, PERL, Flash/Action Script, Lasso 3-7, Java-Script, DHTML, HTML, Cold Fusion, Visual Basic.  Software Packages: Wordpress, Drupal, Code Ignitor, thePlatform Media Publishing System, Sitecore CMS, OS Commerce, X-Cart E-Commerce, Mambo CMS, Joomla CMS, ATG Dynamo Application, Personalization and Scenario Server, Eprise Content Management Server, Flash Media Server, Akamai Content Delivery Network, Microsoft Commerce Server, Resin Java Application Server, Macromedia Jrun Java Application Server, ICAT E-Commerce Server, and many message board, chat, multimedia and utilitarian applications.  Web Servers: Microsoft IIS, Apache, IPlanet, Cold Fusion, Filemaker Server.  Databases: Mongo, Oracle, SQL Server, My SQL, Filemaker Pro 3-7, Microsoft Access, FoxPro.		
Awards	<ul> <li>Interactive Media Awards - Outstanding Achievement - Sony Videon</li> <li>Interactive Media Awards - Outstanding Achievement - Redken On Demand</li> <li>Interactive Media Awards - Outstanding Achievement - Comcast Fancast</li> <li>Interactive Media Awards - Outstanding Achievement - CBS Sports XXL Player</li> <li>Interactive Media Awards - Outstanding Achievement - QD3</li> <li>Interactive Media Awards - Best In Class - Channel One Livewire</li> </ul>		
Personal Achievements	<ul> <li>Funded and personally helped build a school house in the Maasai Mara, Kenya.</li> <li>Former Certified FINA "A" Competitive Diving Official (highest level achievable).</li> <li>Former NCAA Division 1 Diving Coach.</li> <li>Former member of Canada's Junior National Diving Team.</li> <li>Former Professional High Diver.</li> <li>Former Professional Trapeze Artist.</li> <li>Traveled to 47 countries.</li> <li>Surfed in 17 countries.</li> </ul>		