

Hey there,

I like the internet. A lot. I strive to create memorable online experiences that build strong relationships and communities. The thing is, it just takes some creativity, attention to detail, and truly caring about people to create something awesome. So, I try to do that.

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Experience

Mugasha Inc 2008-Present

An online music service dedicated to Electronic Dance Music fans and artists.

Co-founder – Marketing, Community Management

- *Developed our strategy to enter the market, build our community, and acquire artists*
- *Planned and executed our launch which resulted in 932,268 pageviews and 1072 Twitter mentions during the first month.*
- *Coordinated PR that produced extensive coverage in world-class media outlets including: The Washington Post, TechCrunch, Mashable, LifeHacker, ReadWriteWeb, and G4tv.*
- *Cultivated thriving communities and relationships with artists and fans.*
- *Moderated comments and spurred conversation throughout the site and blog.*
- *Monitored brand mentions and participated in conversation on social networks and across the web.*
- *Worked with artists to get exclusive content and celebrity endorsements.*
- *Created content for newsletters, blog posts, social networks, and marketing materials.*

Inkblot Robot LLC 2006-Present

Freelance graphic design, user experience, and interactive strategy services.

Interactive Strategist, Producer

- *Researched client businesses to gain insight into marketing message, positioning, and brand strategy.*
- *Managed projects and clients from first contact through to execution*
- *Gave direction and critique throughout the creative process.*
- *Posted blogs twice weekly which were read by up to 25,000 people and featured on the front page of Reddit and Y Combinator's News.*

Nelnet Inc 2005-2008

A leading education planning and finance company.

Team Lead 2006-2008, Processor 2005-2006

- *Lead and supported a team of 16 Specialists and Processors.*
- *Key resource in the implementation of the Bastion software application; increasing efficiency by 77%.*
- *Acted as a primary contact to internal and external customers.*
- *Consistently recognized as a "Top Performer" for scoring in the top 10% of the entire department's PBO (Performance Based Organization) rankings.*
- *3 time recipient of the STARR award for showing outstanding initiative and customer service.*

Education

University of Nebraska 2000-2004

Bachelors of Science in Business Management & Entrepreneurship

- *GPA: 3.5/4.0*
- *Dean's List Honoree 4 times*

Summary of Skills

- *Skilled at putting myself in the shoes of customers to understand brand value, perception, needs, and user experience.*
- *A dedication to following trends and best practices and developing use-cases.*
- *Experienced in developing and communicating in "brand voice".*
- *Skilled in dealing with negativity on the web.*
- *Ability to quickly build rapport and relationships on online.*
- *Highly skilled in writing content for Social Media and the web.*
- *A drive to make normal things remarkable.*

Software Proficiency

- *Mac OSX & iWork*
- *Windows & Office*
- *Adobe Creative Suite (Illustrator, Fireworks, Photoshop, InDesign, Dreamweaver)*
- *CMS (Wordpress, Drupal, etc)*
- *Social Media Management (TweetDeck, HootSuite, CoTweet)*
- *Brand Monitoring Tools (SocialMention, RSS Mashups, FiltrBox)*
- *Project Management (Basecamp, Pivotal Tracker, GoPlan)*
- *Web Analytics (Google Analytics, KISSmetrics)*
- *HTML & CSS*
- *Now learning Ruby!*