

Professional Profile

As VP of Strategic Marketing for the American Cancer Society, Senior Manager of Fantasy Games for the National Basketball Association and Founder/CEO of PastKast I have invaluable experience in online development and digital strategies:

- Mobile and online development
- Big picture website strategies and planning
- Built internal and external communities
- Understanding of all major social media platforms

Professional Accomplishments

As VP of Strategic Marketing for American Cancer Society, developed online community strategy

- Worked with National Home Office to commission creation of Relay For Life community
- Created plans for internal community, called a Solutions Board, to air problems and find solutions
- Led development of Facebook application for runners
- Directed creation and management of a divisional Facebook page with more than 1,800 fans

As VP of Strategic Marketing for American Cancer Society, led development of iPhone application

- The More Birthdays iPhone application was the first mobile application developed by ACS
- Developed initial specifications for the application and managed WeLikeSmall during development
- Started as a divisional project, but led as a national project with home office support
- Through the first year post-launch, there were more than 25,000 installs from the Apple App Store

As Founder/CEO of PastKast, I have implemented my deep understanding of social media

- Prototype coordinates multiple Twitter and Facebook accounts with a website network
- Promote content with LinkedIn, Reddit, Digg, Stumbleupon, Tumblr, Facebook, Twitter and more
- Advertising includes Facebook ads, LinkedIn ads and Google AdWords
- Top Twitter account has close to 3,000 followers and Facebook page with more than 1,300 fans

As Fantasy Games Senior Manager, built the Fantasy section from the ground up

- Responsible for all fantasy content, games, statistics and promotion on NBA.com
- Increase in page views of over 300% from 2005-06 to 2006-07
- 2005-06 version of Commissioner had 209,000 teams; 1.15 Million in 2007-08
- Increase in fantasy users by 31% from 2005-06 to 2006-07 and 25% from 2007-08
- Expanded Fantasy beyond the NBA.com borders and onto Facebook as early adopters

As Fantasy Games Senior Manager, led game and other site development

- Led creative and development teams on creation of Pick One Challenge and Drive to the Finals
- Compiled functional spec and managed development of Ultimate Fantasy Commissioner
- Managed vendors and NBA groups on structured timeline to launch fantasy games
- Oversaw all game enhancements, new development and vendor relationships
- Directed redesign of NBA.com/fantasy site for 2006-07 and 2007-08 seasons

As Fantasy Games Senior Manager, built a fantasy community on NBA.com

- Convinced the NBA to change its anti-forum stance and use Fantasy as a test case
 - Fantasy became a spring-board and model for all community activity on the site
 - Utilized message forums to address technical issues and answer strategy questions
 - Used community to promote and find participants for Premier Fantasy Championship (I, II and III)
 - Ran "Fantasy Fan Blogger" promotion to find two guest bloggers for 2007-08 season
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Work History

VP, Strategic Marketing	American Cancer Society Seattle, WA	May 5, 2009 – August 18, 2011
Founder/CEO	PastKast Parker, CO	Founded in June of 2010
Consultant	DM Connect Los Angeles, CA	February 2009 – August 2009
Director, Product	Rotohog.com Inglewood, CA	July 14, 2008 – January 9, 2009
Senior Manager, Fantasy Games	National Basketball Association Secaucus, NJ	November 28, 2005 – July 14, 2008
Sports Editorial Writer	TalentedMrRoto.com	Summer of 2005
Senior Underwriter II	Philadelphia Insurance Littleton, CO	June 1, 2004 – November 23, 2005

Education

Bachelor of Arts	Cornell College Mount Vernon, IA	May 17, 1997
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References

References are available upon request. Also see JonLoomer.com and click on References page in top menu.

JonLoomer.com
