

# Tom Lundin

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## Work history

- 2006-2018: **Director of Operational Services, Daniel Rosenthal & Associates, Inc.**, Financial publishing and marketing; Alameda, CA.

Performed **multi-function roles** in IT, production and creative.

Responsibilities included **developing software** for **production management**, **direct mail tracking**, **list processing**, and **marketing data analysis**.

Also performed **production management** and **print and digital content creation** for editorial and marketing materials (design and production).

Created **WordPress websites and landing pages** for newsletter publication titles (performed copywriting, graphic design, ebook authoring & design, video creation, website CSS customization).

Provided on-site and remote **IT support for networking and computing** platforms.

- Pre-2006: **IT manager, Rymac Fulfillment Services, Inc.**, Direct Marketing services; Minneapolis, MN.

Responsible for **developing software for transactional, customer service, fulfillment and business reporting operations** for phone reps and managers, and **maintaining network and computing hardware**.

## Skills summary: Creative side



- ▶ Production management
- ▶ Marketing management
- ▶ Copywriting
- ▶ Graphic design
- ▶ Print and digital content creation
- ▶ Video creation
- ▶ Website design
- ▶ E-book authoring & production

## Skills summary: Technical side



- ▶ IT management
- ▶ Hardware & software setup and maintenance
- ▶ Network administration
- ▶ Endpoint security
- ▶ Database administration
- ▶ Software project management
- ▶ Programming/coding
- ▶ Data analysis
- ▶ End-user training

## Summary: Work accomplishments



- Developed custom productivity software, acquired new skills and restructured production workflow after taking on the full or partial workloads of up to eight employees following a major downsizing. **Result: Saved the company hundreds of thousands of dollars in payroll costs; improved production output and operational capabilities despite 80% reduction in staff**
- Developed software to convert USPS direct mail barcode tracing data into delivery summaries with Google Maps visualizations. **Result: Optimized staffing costs by giving call center advance notice of likely call volumes; able to provide visibility into delivery delays due to natural disasters or holiday volume**
- Provided on-site and remote technical consultation for an offshore call center and operations hub in the Philippines (database and software development, network security, data backups, Asterisk phone system build-out, email production workflow). **Result: Successful migration of US-based operations overseas**

## Skills summary: Workflow software



- ▶ Microsoft Office
- ▶ Adobe InDesign
- ▶ Adobe Photoshop
- ▶ Adobe Illustrator
- ▶ Anime Studio 11 Pro
- ▶ VSDC Video Editor
- ▶ Visual Studio Code
- ▶ Adobe Brackets
- ▶ Python, AWK, Perl
- ▶ C/C++
- ▶ WordPress
- ▶ HTML, CSS, PHP, JavaScript
- ▶ Thrive components for WordPress
- ▶ Infusionsoft
- ▶ MySQL
- ▶ Linux command line
- ▶ Apache web server
- ▶ Wavemaker Studio
- ▶ Audacity
- ▶ R
- ▶ RapidMiner
- ▶ Wireshark

... plus other programs not shown here