

David J. Gagne

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Decisive, action-oriented and results focused, while driving solutions for brand recognition, content development, revenue generation and community building on print and interactive projects. Consistent results handling business objectives and values for clients in multiple industries including: technology, consumer/enterprise software, music, financial, real estate, telecommunications, automotive, government, and the food service industry.

Recent Professional Experience and Achievements

Independent Consultant - Project Manager / Visual / Sound Designer

July 03 – Present

Award winning projects in both print and interactive methodologies.

Current Project, Pacific Bay Real Estate - Hayward, CA: Responsible for planning, coordination and execution of the development and production of marketing products. Project managing the implementation of the company's overall interactive presence, direct marketing and sales materials and go to market strategy for regular and distress sales.

Other projects include: consulting and development of graphic products, brand awareness and visual communication as a project manager, print / interactive designer and sound designer for small to large international businesses.

Clients include: Verizon, Harley Davidson, Hearst Corporation, Allison & Partners. Full client list available upon request.

St. John's Capital Group - San Jose, CA Marketing / Communication Manager

August 2007 – 2008

Managed advertising and marketing communication activities for the entire company as well as provided input on financial products and services offered.

Increased assets under management from 50MM to 200MM through the conception and execution of marketing strategies and programs for the expansion and profitability of new and existing financial products and services.

- Achieved increased sales from direct marketing activities and direct response campaigns.
- Developed / conceptualized general marketing plan and won approval from CEO, CIO and board of directors.
- Provided leadership and project management to a team of content developers, graphic designers, interns and sales staff to produce and implement marketing strategies for the sales and new business procurement group.
- Provided fiscal management of the projects within the capital and expense budgetary limits.
- Developed schedule of activities to roll out marketing plan and measured results against periodic marketing goals and sales targets.
- Earned equity interest as a partner in the parent company.

Convergys Inc. formerly DigitalThink - San Francisco, CA Project Manager

August 2004 – 2007

Assisted in successfully delivering a large scale implementation of e-learning products to the Microsoft sales group. Responsible for development, organization and control of project materials, schedules and costs. Functioned as a liaison between internal and external clients, technical and design staff, contractors and vendors from project conception to completion.

- As a result of smaller implementations the project team won the largest contract to deliver e-learning products to Microsoft.
- Built credibility, established rapport, and maintained communication with stakeholders at multiple levels, including those external to the organization.
- Assisted to define and initiate projects by identifying project phases and elements, studying project/client requirements, developing project teams, reviewing vendor/contractor bids and preparing cost estimates.
- Managed cost, schedule, and performance of component projects, while working to ensure the ultimate success and acceptance of the program.
- Identified project risks and developed risk mitigation plans.
- Provided workload balancing, prioritization, dependencies and integration of multiple projects to ensure feasibility of schedule.

Received the *Novell/CTP Client Excellence Award* - Recognition for contribution to American Honda Motor Corp.

Assisted in developing and executing visual design strategies, planning/estimating project timelines, defining project scope and delivering visual interface designs.

Notable projects include:

American Honda Motor Corporation, eHonda.com and eAcura.com
Lead Interactive Designer

General Dynamics, Key Management Infrastructure Portal Website
Lead Interactive Designer

Washington Mutual, The Rainbow Project
Lead Interactive Designer

Visa International, Inovant, Enterprise Architecture
Lead Interactive Designer

Vodafone, Consumer Wireless Portal (across all brands including Verizon in the United States)
Interactive Designer

Aurigin, Portal Website
Interactive Designer

Doremus Advertising Inc., - San Francisco, CA / Visual Designer/Production Artist **1999-2000**

Designed/produced nationally published print and online advertisements. Publications include: Wall Street Journal, Wired, Forbes, Financial Times, Industry Standard, Red Herring.

Assisted in designing and producing collateral materials, direct mailers, posters, and multi-media presentations
Clients include: Hitachi, Credit Suisse First Boston, Morgan Stanley, Tektronix, Primestreet

Aquent Partners Inc., - San Francisco, CA and Boston, MA / Consultant Visual Designer/Production Artist **1998-1999**

Engaged in long term design and production contracts with the following clients: PeopleSoft, Doremus Advertising, Putnam Investments, J. Walter Thompson Advertising

Artist Development Associates, - Framingham, MA / Visual Designer/Production Artist **1994-1998**

Designed/produced music packaging, promotional materials such as direct mailers and posters and print advertisements for the music industry

Technical Skills

Very experienced in both Macintosh and Windows Environments

Admin: MS Office products, MS Project, Google Docs, FileMaker Pro, MS Streets & Trips

Design: InDesign, QuarkXPress, Photoshop, Illustrator,

Multi-media: Final Cut Pro, Flash, Director, Pro Tools, Sound Edit, Media Cleaner Pro

Web: HTML, Dreamweaver, some Actionscript,

Education

University of New Hampshire - BA, English

San Francisco City College

E-Commerce Certified, Novell, Inc. E-Commerce Fundamentals Course

Bay Area Video Coalition Video editing

California Real Estate License

Accreditation

Member of California Association of Realtors

Member of National Association of Realtors

Certified CBPS from the BPO Institute LLC

Languages

English, Portuguese

Awards

P & I Investment Education Award - Second Place award – postcard series for Fallon Clinic, Inc

Novell/CTP Client Excellence Award - Recognition for contribution to American Honda Motor Corp.

Grand Master award from the Association of Realtors - Outstanding achievement in residential and commercial sales/listings