JOHN BLANCHARD

Palmdale, CA 93551 • (661) 917-1687 • john@theblanchard.com • github.com/theblanchard

RESOURCEFUL TECHNOLOGY LEADER

Director of Engineering • Director of Technology • Director of Marketing Operations • CTO
Full-Stack Web Development • Agile Methodologies • Blockchain & AI • Engineering Leadership

WORK EXPERIENCE

Third Door Media, Inc   **May 2015 - present**
Senior Director, Marketing Technology
- Manage engineering & marketing teams by prioritizing projects and mentoring staff
- Leverage marketing strategy along the customer journey to drive leads and sales acquisitions
- Perform technical analysis activities with clients to translate requirements, and writing detailed technical analysis documentation for the development of tools and integrations
- Reduced load time by 6 seconds across publishing sites
- Created MarTechBot, the first generative AI dedicated to marketing technology professionals
- Saved $300K annually by developing in-house solutions for the marketing technology stack
- Improved team productivity through communication and agile project management
- Handle data integrity and security and oversee technical support for the entire organization
- Produce 5 annual events (virtual & in-person) with 1,500 - 10,000+ attendees, including technical and A/V production for MarTech Conference & Search Marketing Expo

Singley Content Studios   **Feb 2013 - Mar 2015**
Director of Application Development
- Generated $50K in revenue per event by building a photo booth solution and bringing costs down to almost zero
- Added over $300K in annual revenue by developing an in-house, reusable sweepstakes engine
- Designed and implemented livestream solutions for client events with over 2,000 attendees

Guitar Center, Inc   **Nov 2001 - Aug 2013**
Manager of Communications
- Saved $75K by creating an internal corporate intranet with a team of onshore and offshore developers
- Reduced back-and-forth while increasing productivity between retail stores and corporate management by introducing intranet
- Streamlined 250+ retail stores by designing, writing, and editing all communication related to sales, promotions, and merchandising

TECHNOLOGIES

Programming: PHP, MySQL, HTML, CSS, JavaScript (jQuery, Angular, React, Node), Git, Docker, Ruby/Rails
Platforms & Cloud Software: iOS, Android, Windows Phone, Marketo, Swoogo, G Suite (Analytics, Search Console, Tag Manager), Salesforce, WordPress, Tapcrowd, Microsoft Suite (Word, PowerPoint, Excel)
Certifications: Salesforce Certified Administrator