

JOHN BLANCHARD

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RESOURCEFUL TECHNOLOGY DIRECTOR

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 team by prioritizing projects and mentoring developers
- Reduced load time by 6 seconds across publishing sites
- Saved \$300K annually by developing in-house solutions for the marketing technology stack
- Improved team productivity through communication and agile project management
- Verify code quality across 5 websites and multiple external applications
- 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
- Delivered \$75K in annual cost savings by developing an in-house conference management system and consolidating tech stack

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