

# Thomas Doak

## Digital Marketing Specialist

I'm an obsessive puzzle-solving computer enthusiast from Tennessee who seeks value from challenges and learning.

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Paris, France



## WORK EXPERIENCE

### English Foreign Language Teacher

#### Various - Company Details Upon Request

10/2013 - 06/2020

Spain, China, Vietnam, Colombia, Mexico, Germany

##### Achievements/Tasks

- Lead, Create, and Organize lessons via Videoconferencing software.
- Coordinate & Communicate with colleagues in various time zones.
- Create personal video Ads to promote company on social media.
- Create audio samples of English expressions and stories.

### Project Manager/Recruiting Consultant

#### Cast-A-Way Cruise and Resort Hiring Agency

04/2015 - 01/2018

Ho Chi Minh City, Vietnam & online

##### Achievements/Tasks

- Create mass and personalized emails for North and South Americans.
- Proposed and successfully implemented new B2B-presentation procedure.
- Use KPIs in multi-channel approach via creating engaging content on social media, contacting trade schools, & filtering job websites.
- Point of contact between teams in Vietnam and Canada.
- Interview, Evaluate, & Organize hiring procedures.
- Strategize for unqualified candidates to develop necessary skills.

### Sales Representative

#### Vivint Home Security

05/2012 - 08/2012

Chicago, Illinois, USA

##### Achievements/Tasks

- Use flexible sales tactics to sell home security systems in downtown Chicago.
- Door to door sales.
- Use in-person lead generation/CRM/lead scoring to manage potential buyer.



## ADDITIONAL EXPERIENCE

#### [ANTARCTICA] Construction Laborer (02/2020 - 04/2020)

Fix steel siding on American Science Research Station for Southern Spear Ironworks.

#### [ALASKA] Commercial Fishing Boat Deckhand (06/2016 - 08/2016)

Unload fish, Organize equipment, Navigate, Clean, Set Anchor, & Work with heavy machinery.

#### [TENNESSEE] Marketing Intern (02/2013 - 05/2013)

Write text bios & photo content of musical guests for website for Riverbend Festival.

#### [NOVA SCOTIA] Security Alarm Technician (05/2009 - 08/2009)

Install and Replace residential security systems for APX Alarms.

#### [TENNESSEE] Accounting Firm Intern (05/2007 - 08/2007)

Organize files, Sort mail, Deliver packages for Decosimo & Company Accounting Firm.



## PERSONAL PROJECTS

#### Soundboard website project (2022)

- <https://theantidoak.github.io/cylian/>

#### Medium Articles - Digital topics (2021)

- [medium.com/digital-gems/an-interactive-article-about-interactive-content-b2a42e71cbbe](https://medium.com/digital-gems/an-interactive-article-about-interactive-content-b2a42e71cbbe)



## SKILLS & SOFTWARE

Content Creation

Google Analytics

CSS

HTML

Content Marketing

Google Ads

JavaScript

Git

Basic Marketing Automation

Writing

Video & Audio Editing

Teaching



## EDUCATION

### MS in Digital Strategy Management

#### Grenoble Ecole de Management

11/2020 - 12/2021

Paris, France

### BA in Marketing

#### University of Georgia

08/2008 - 12/2012

Athens, GA, USA



## AWARDS & CERTIFICATES

#### Prize for Best Thesis (2022)

Grenoble Ecole de Management

- Website Strategy and Coordination of Multinational Companies

#### Professional SCRUM Master I (2021)

Scrum.org

#### TEFL International TESOL Certification (2013)

TEFL International

#### Terry Sales Competition Participant (2012)

University of Georgia



## LANGUAGES

English

Native or Bilingual Proficiency

French/German/Spanish

Limited Working Proficiency



## INTERESTS

Playing Soccer

Online Chess

Traveling

Books/Movies

Weekly Meetup.com Organizer

Guitar

Web Development

khanAcademy