

Tim Reha

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Strategist & Business Development — Technology, Services & Media Organizations

Senior level digital media strategist experienced in conceiving, developing, executing and optimizing B2B digital marketing ecosystems with websites/blogs, mobile apps, content production, video, search engine optimization (SEO) real-time social media campaigns, email marketing, webinars, live streaming video and events.

AREAS OF EXPERTISE

Strategy	Digital Inbound/Outbound Marketing	Content Development/SEO
Business Development	CRM / Marketing Automation	Social Media Campaigns
Public Relations & Media	Email Marketing	Video/Live Streaming
Community Building	Event Production/Product Launches	Analytics

CAREER HISTORY & ACCOMPLISHMENTS

CNDY FACTORY STUDIO | Immersive Media and Digital Studio Director *Seattle, WA 2016-2018*
The studio featured four digital media and marketing production spaces: A virtual reality immersive media lab, live streaming video studio, photography studio, audio recording studio and events space

- Created and executed client integrated digital marketing campaigns for B2B clients. Collaborated with web designers and developers to execute client website and digital marketing projects
- Designed websites with blogs search engine optimized (SEO) multimedia assets (blog posts, videos, photographs, news articles, social media marketing (SEM) campaigns, email campaigns and face-to-face lunch and learn events. This resulted in client brand recognition, social media influence, top level search engine rankings sales leads
- Managed the 72 hour fundraising marathon live stream hosted by YouTube eSports stars in concert with the launch of Activision's Call of Duty WWII. Increased funding by 30% generating \$250K in donations funding 500 new jobs for US military veterans and a record 10,000 concurrent live stream views
- Spearheaded business development for a stealth-mode startup client lining up closed door product demos with Samsung, HTC Vive, Unreal/Epic, Paramount Pictures, Z-Cam, RED Camera, SpaceX and Wacom
- Researched, identified and invited Fortune 500 partner prospects to experience private technology demos at the International CES 2017 in Las Vegas.
- Devised "Playbook" technology commercialization ecosystem strategy and produced winning pitch videos for the Washington Biotech & Biomedical Association that resulted in winning a \$1.8M from the Life Sciences Discovery Fund to accelerate startups
- Technical advisor and manager team of photographers, editors and social media producers for Best Buy's new Seattle HQ Launch generating social media buzz and press

FUJIFILM SONOSITE | Digital Strategist & Product Launch Director *Bothell, WA: 2015 – 2016*
Responsible for reinventing corporate marketing strategy for the launch of new products for this global ultrasound medical device leader.

- Lead the corporate marketing and sales team to review, strategize, rebuild and develop best practices to create a leading edge digital marketing ecosystem
- Created brand and messaging continuity cross all digital channels, implemented new editorial calendar and review pipeline, search engine optimized (SEO) content, social media campaigns, user segmentation and funneled qualified leads into Oracle Eloqua CRM. This re-energized the corporate team and set the stage for the company's new flagship product launch
- Spearheaded corporate video strategy by optimizing the corporate YouTube channel with serialized content playlists, updated video metadata with search engine optimized text, added

tracking links and optimized \$100K annual SEM ad spend. Efforts resulted in 10K new YouTube subscribers, top rankings for video SEO,

- Strategist and co-producer for a new medical thought leadership interview style TV show generating produced highlight film for Ultrafast in partnership with the University of California, Irvine (UCI) and on location photography and social media promotion for the launch of “Code Black” a documentary film sponsored by Fujifilm Sonosite
- Leveraged business relationships that resulted in the option for a coveted, front row show floor booth at the International CES Digital Health Summit in Las Vegas and acquired 5,000 leading global technology press list to drive media exposure for new product launches
- Saved the company \$100K in annual CRM licensing fees by consolidating technology licensing contracts and restructuring contracts

NEW MEDIA SYNERGY - **Digital Strategist & Event Producer**

Silicon Valley: 2007 – 2014

Leader of technology development and event studio that integrated real-time content production with live social media dashboards, photography press feeds, digital event signage and analytics.

- Spearheaded business development and sales resulting in new digital marketing clients such as Amazon Web Services (AWS), International CES, IDG Media Group, Startup America Partnership, TieCon, Future in Review, Washington Technology Industry Association, Tableau and Singularity University
- Conceived, produced and hosted the “Digital Health Live” show at CES trade show. Devised social media, photography, interview studio and press relations that generated 43 Million impressions, propelling the #digitalhealth hashtag to #1 at CES in the first year
- Developed real-time digital marketing model and social media operations employed to reinvent how IDG’s DEMO Conference launched new technology and service products. These efforts catapulted the launch of 350 technology products and services by generating exposure articles in Bloomberg, New York Times, TechCrunch, Wall Street Journal, Forbes, CBS, Popular Science and Wired
- Generated over 1500 press articles, 450 videos, 30,000 professional photographs and 35M social media impressions in over 40 countries worldwide for DEMO launch companies
- Developed website, social media, press and content analytics dashboards used as key selling points and new deliverable for sponsors

MICROSOFT NEW PRODUCT GROUP | **Video Producer / Launch Team**

Redmond, WA: 2011

Strategist and video producer for the launch of Microsoft Digital Art, an emerging software product incubated by Microsoft Research (MSR).

- Conceived and produced the high-profile Microsoft Digital Art launch video featured at the Metropolitan Museum Art (MoMA) in New York generating media coverage for the launch
- Created UX customer testing event and videos used to capture application UX design feedback data and bug reports resulting in improved application usability

EARLY-CAREER ROLES

Managing Director | VENTURE ALL STARS

Seattle, WA: 2000 – 2004

Director of Ecommerce | PRO GOLF DISCOUNT

Bellevue, WA: 1998 – 2000

Director of Internet Strategy | PROGRESSIVE MEDIA

Seattle, WA: 1996 – 1998

EDUCATION & ADDITIONAL INFORMATION

Communications & Advertising | Washington State University (Pullman, WA)

International Internship | IAA World Advertising Congress, Seoul, Korea

EDUCATION & ADDITIONAL INFORMATION

Professional Affiliations: Siggraph, Khronos Group, CEA/CES

Software Proficiency: MS Office, Adobe Creative Cloud, CRMs, SEO/SEM, Google Analytics