

TIM REHA

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Digital Marketing & Product Evangelization — Technology Organizations

Senior digital media strategist with demonstrated expertise ideating, developing, and executing advanced strategies for increasing product/service/platform adoption—including delivery of optimized websites/blogs, mobile apps, digital content, video, webinars, social campaigns, and live-streamed events targeting specific B2B customer groups

CORE COMPETENCIES

Building ecosystems and closing deals/partner agreements with top brands and technology firms around the globe to drive revenue growth	Generating exposure for new products/services, via the planning and launch of optimized events, digital campaigns, and customer experience strategies	Managing relationships with enterprise customers, channel partners, and top industry influencers in order to maximize product adoption/distribution	Fostering innovation as an “intrapreneur” able to drive the development and launch of unique new ideas, programs, and startup ventures
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FUNCTIONAL SKILLS/QUALIFICATIONS

Strategic Partner Recruitment ▪ Product Launch & GTM Planning ▪ Digital Marketing & Advertising ▪ Content Strategy & Management ▪ Contract Negotiation & Deal-Closing ▪ SEO/SEM Optimization ▪ Industry Networking & Business Development ▪ New Venture Incubation & Launch ▪ Digital Media Production & Syndication ▪ PR & Media Events ▪ CRM Systems & Marketing Automation ▪ Social Media Campaigns ▪ Community Management ▪ Video/Live Streaming

PROFESSIONAL EXPERIENCE

CNDY FACTORY STUDIO / XR STUDIO — **Digital Marketing Executive / Strategist** *Seattle, WA: 2016 – 2018*

Founded Seattle's first AR/VR incubator, digital marketing launch studio, and community space featuring an immersive virtual reality media lab, live streaming video, photography, audio recording and events studio

- **Conceived, designed, and bootstrapped the launch of the organization** to help incubate and promote an exciting portfolio of early-stage client companies; led build-out of all facility elements including virtual reality stations, video production facilities, live streaming capabilities, recording/photography studios, and a dedicated events venue
- **Produced 20 highly successful technical events, hackathons, and launches** targeting groups of up to 1,000 developers—in addition to other key target audiences—driving \$200K+ in client revenue and extensive media/industry exposure
- **Spearheaded business development** for a stealth-mode startup client, lining up a series of closed-door product demos with Samsung, HTC Vive, Unreal/Epic, Paramount Pictures, Z-Cam, RED Camera, SpaceX, and Wacom
- **Designed a SEO-optimized website and digital marketing ecosystem** for early-stage startups, leveraging extensive multimedia content (blog posts, videos, photos) and state-of-the-art social media and email campaigns to maximize campaign impact
- **Retained as Technical Advisor and Team Manager** by Best Buy, leading a team of photographers, editors, and social media producers in generating extensive social media buzz to showcase the company's Seattle HQ Launch
- **Managed a 72-hour fundraising live stream** hosted by YouTube eSports stars—in concert with the launch of Activision's Call of Duty WWII—that increased funding by 30%, generated \$250K in donations, achieved a record 10,000 concurrent live stream views, and funded 500 new jobs for US military veterans
- **Core Architect of the Commercialization Playbook, Online marketplace, Media and Video Pitch** used to win \$1.8 million from the Life Sciences Discovery Fund

FUJIFILM SONOSITE | **Product Launch Strategist, Ultrasound Devices** *Bothell, WA: 2015 – 2016*

Recruited by this global ultrasound medical device leader to help reinvent the corporate marketing strategy and increase product launch success via the utilization of new digital, social, and video promotional techniques

- **Partnered with the existing corporate marketing/sales team** to analyze current marketing challenges and implement a new set of best practices and leading-edge digital marketing practices to close the gap; contributions led to a revitalized sense of purpose among the team and set the stage for a key upcoming flagship product launch
- **Aligned brand/messaging continuity across all digital channels**, implementing a new editorial calendar and review pipeline in addition to driving numerous tactical projects related to optimizing SEO content, deploying social media campaigns, conducting proper user segmentation, and funneling qualified leads into the Oracle Eloqua CRM

- **Captured 10K targeted new YouTube subscribers and top video SEO rankings** by spearheading a new corporate video strategy, updating the company's stagnant YouTube channel with serialized content playlists, tracking links, and updating all video metadata with search-engine-optimized text; allocated \$100K in total annual SEM ad spend
- **Conceptualized and co-produced a new medical thought leadership TV show** in partnership with the University of California, Irvine (UCI)—in addition to producing a highlight film for the Ultrafest industry conference and leading on-location photography and social media for the launch of a "Code Black" sponsored corporate documentary
- **Drove numerous additional efficiency gains** within the organization, saving \$100K in annual CRM licensing fees by consolidating/renegotiating a series of fragmented technology licensing contracts and vendor agreements

MICROSOFT NEW PRODUCT GROUP | **Video Producer & Launch Team Member**

Redmond, WA: 2011

Retained on contract by Microsoft to serve as the chief strategist and video producer for the launch of Microsoft Digital Art, an emerging software product that had been incubated by Microsoft Research (MSR)

- **Conceived/produced the high-profile Microsoft Digital Art launch video** featured at the Metropolitan Museum Art (MoMA) in New York—generating extensive media coverage for the launch among top publications such as Wall Street Journal, Seattle Times, JeanKellyNYC, and Digital Arts Online
- **Contributed to future product roadmap/usability** via the design and launch of UX customer testing events and videos used to capture application UX design feedback data and bug reports from targeted customer groups

NEW MEDIA SYNERGY | **Marketing Executive & Content Producer**

Silicon Valley, CA: 2007 – 2014

Spent seven years at this top digital media consultancy, managing a technology development/event studio integrating real-time content production with live social media dashboards, photography press feeds, digital signage, and analytics

- **Led sales and delivery engagement with top digital marketing clients** including 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 "Digital Health Live" for the CES trade show**—a highly-acclaimed video interview, social media, and press campaign that generated 43 million impressions among key tech industry influencers; led all social media, photography, interviewing, and press relations for the venture, propelling the #wearables hashtag to a #1 CES show ranking. Ranked Top-50 CES social media influencer
- **Supported the launch of 350 technology products and services** via usage of a real-time digital marketing model and social media strategies to reinvent/publicize the role of the IDG DEMO Conference in launching new products—generating articles in Bloomberg, New York Times, TechCrunch, WSJ, Forbes, CBS, Popular Science and Wired
- **Generated over 1,500 press articles, 450 videos, and 35 million social media impressions** in over 40 countries for DEMO launch companies—orchestrating a complex mix of website, social media, content development, and PR activities and supplying clients/sponsors with real-time analytics dashboards to monitor the event's impact

ADDITIONAL EXPERIENCE

VENTURE ALL STARS | **Founder & Managing Director** — Seattle, WA (2000-2005)

Launched the Pacific Northwest's premier venture community, fundraising, and networking group—providing early-stage organizations with access to seed capital, business advisory support, and corporate development expertise

TEDxSeattle | **Co-Founder & Social Media Director** — Seattle, WA (2010)

Developed the real-time media model and team behind the launch of Seattle's first TEDx event, which became the #1 most-watched live stream of all TEDx worldwide events and generated extensive global audience interaction

PRO GOLF DISCOUNT | **GM/Director of Global E-Commerce** — Bellevue, WA (1998-2000)

Drove breakthrough e-commerce, business development, advertising, and marketing capabilities for this top national retailer—growing the GolfDiscount.com site from \$1.2M to \$9M in sales and a \$57M acquisition offer by CBS Sportsline

SPORTSWEAR SERVICES, INC. | **New Product Development & Ecommerce** — Fife, WA (1997-1998)

Spearheaded a new line of high-performance solar protective sportswear, a virtual garment ecommerce fulfillment program, and OEM production for Adidas, Nordstrom, Gap, Eddie Bauer and Mountain Zone

PROGRESSIVE MEDIA | **Director of Internet Strategy** — Seattle, WA (1995-1997)

Conceived, developed, and managed the first-ever collegiate web portal (CampusCentral.com) and Scholarship Database (ScholarSearch.com) — in addition to roiling out the industry's first-ever push media service (Pointcast College Edition)

EDUCATION & ADDITIONAL INFORMATION

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

International Internship | IAA World Advertising Congress (Seoul, Korea)

Affiliations | Member of Siggraph, Khronos Group, and CEA/CES

Software/Technology | MS Office, Adobe Creative Cloud, CRM Systems (Hubspot, Salesforce, Nimble), Content Management Systems Wordpress, SEO/SEM, Google Analytics, Social Media (Hootsuite, Sprout)