

# TIM DEMETER

## *You're telling me you built a time machine... OUT OF A DELOREAN?*

When it's time to build something big and/or crazy I'm your guy. Fresh out of school I helped launch a digital asset management system at Harley-Davidson. Only a few years later I was part of a team that invented the very first comic book app on the Apple App Store using the beta software development kit. Apple actually brought us into their offices and asked "how do you think the app store should work?" I don't think a lot of people can say that. When Potawatomi Casino launched their hotel they brought me in to build a media plan that took them from a local destination to a regional one. Alverno College told me they hated their website and I took them at their word. I didn't redesign it, I burned it to the ground and completely rebuilt it. The new site earned triple the online applications. Now, after a contract position managing content marketing at Amazon's Audible, I find myself a veritable hat rack at ASQ where, according to a recent review: "Tim has provided leadership in digital media, SEO, communications planning, art direction, analytics, VOC, project management, creative briefings, production design and email marketing to name a few." I do enjoy being versatile.

## *The only sensible way to live in this world is WITHOUT rules.*

Process is important. I get it. I'm glad other people write it and sometimes I even write it myself. I'll never live by it. I am an artist at heart and swear by creative solutions. I believe that no problem can't be solved if you think far enough outside the box. At Walther's a siloed IT department prevented me from making site updates I felt were needed. Undeterred, I created an email marketing campaign and database that served targeted content to customers' inboxes, minimizing their touch points with an antiquated site and increasing sales. When the Potawatomi legal department told me we couldn't have social media due to issues with the terms and conditions I refused to accept it and wrote the businesses cases that ultimately won the day. I was so excited I even drafted the social media process policies for the entire property.

## *I don't know how to put this but I'm kind of a big deal. People know me.*

I was recently referred to as "a man about town" on a local radio station. They're not wrong. I've been co-running the local chapter of The Drink and Draw Social Club for over 15 years. I've spoken about digital publishing in London, Trinidad and Comicon San Diego. I've acted as the volunteer marketing director for Milwaukee Zinefest. The point is I'm very good at networking and connecting creatives. That came very much in handy when I was building a brand for Great Northern Distilling one account at a time. We turned them from a local concern to a state-wide name. My existing connections gave me a great start and my ability to build lasting professional relationships carried us the rest of the way.

## *Just the facts*

### **Tim Demeter**

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University of Wisconsin: Madison - BS Art [Information Design Emphasis]

## **Anything goes!**

Marketing

Management

Media Planning/  
Budgeting

Art Direction

Creative and  
Technical Writing

PPC, SEO and SEM

Email Marketing

Marketing AI  
Trends

CMS Management

Social Media Best  
Practices

Mobile Best  
Practices

HTML, CSS

Adobe CC

Microsoft Office

Timely Pop Culture  
References

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*What would you say you do here?*

**American Society for Quality – Digital Marketing Manager - 2021- Present**

- Responsible for developing and executing marketing plans for eLearning, virtual, and face to face courses.
- Paid search/paid social media planning and budgeting. Owned social management.
- Consultant on SEO, User Experience Design, Responsive Design in preparation for planned site redesign.
- Reimagined all emails and migrated database to better utilize dynamic content and automation.
- Management of Social media Specialist, Marketing Automation Specialist and Data Analytics Specialist.

**Audible – Senior Content Marketing Manager - 2021 (contract)**

- Develop and manage marketing plans for multiple monthly podcast launches.
- Work cross-functionally with PR, operations, creative and media on podcast launches.
- Draft and present briefs to internal and external stakeholders.

**Alverno College – Digital Marketing Specialist - 2018-2021**

- Completely rethought and redesigned college website design and architecture, tripling online applications.
- Management of design and development vendors.
- Management of social media and creation of all creative assets including design, photography and video.
- Planned and bought all digital media including display, search and social.

**Great Northern Distilling – Sales and Marketing Director - 2015-2018**

- Brand management including logo redesign, content creation, sponsorships and event marketing.
- Bought and created all paid media including print, digital, out of home, radio and sponsorships.
- Responsible for all sales and marketing plans, forecasts, budgeting and reporting.
- Management of website, social media and creation of email direct marketing program.

**Potawatomi Hotel & Casino – Digital Media Manager - 2012-2015**

- Responsible for creation and management of multi-million dollar media budget.
- Launched and managed all property social media platforms and wrote relevant policies and practices.
- Managed all property SEO, SEM and PPC efforts.
- Managed department of Media Buyers. Created and hired Digital Media Specialist position.

**Wm K Walther - Digital Media Editor - 2010-2012**

- Responsible for management and continuous improvement of company ecommerce solution.
- Development and execution of web, mobile, social, email marketing, SEO, and PPC strategy.
- Developed and maintained customer database.
- Management of Digital Communication Coordinator and Front End Developer.

**Rebellion LTD - Editor in Chief, Digital - 2007-2010**

- Managed the development of comic book apps from concept to development, submission and marketing.
- Management of creative and development teams including, art direction, UX, content curation and editing.
- Acted as the voice of the organization including social media management, press tours and public speaking.
- Account management for clients including Marvel Comics, Disney, Apple, Sony and Cartoon Network.
- Built and maintained fan communities using a variety of social media tools.

**Innovative Storage Designs - Marketing and Design Manager - 2004-2007**

- Design, development and management of company web site and e-commerce solution.
- Graphic design including product and package design as well as POP displays.
- Maintained brand standards of retail partners including Target, Wal-Mart, Office Depot and Staples.

**Harley-Davidson Motor Company - Digital Asset Coordinator -2002-2004**

- Worked with agency on functionality and user experience of the Digital Asset Management System.
- Worked with agency and team of interns to ensure daily image updates to HD.com during events.