

Summary



Mark Fromson

**Digital Project Manager,
UX Architect and Functional Analyst**

Vancouver, BC, Canada
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Client Portfolio: www.fromsonconsulting.com

- 20 years in digital; web, mobile and application development. Played roles in over 500 separate projects for over 150 clients in multiple industry verticals.
- 18 years in digital project management and account direction.
- 15 years in information architecture (IA) and user experience (UX).
- 18 years in strategy consulting, business process analysis and requirements definition.
- 18 years in pre-sales role as prime fulfillment manager.
- 18 years in online branding and online marketing.
- Four times created and implemented agency-wide multi-disciplinary development process, best practices and methodology.
- Personally coded over 50 corporate Web sites (graphics and front-end scripting).
- Certified Scrum Master.
- Co-Founder of LocalSolo.com – A curated network of over 25,000 top freelancers.
- Founder of the [Vancouver Digital Project Managers Meetup Group](#) – (over 800 members)
- Active in Vancouver UX and Information Architecture communities.

I have sub-contracted for the following Digital Agencies:

- Invoke Media - www.invokedigital.co - Vancouver
- Powershifter - www.powershifter.com - Vancouver
- 123 West - <http://123w.ca> - Vancouver
- Blast Radius - www.blastradius.com (a [WPP](#) Company) – Vancouver
- Habanero - www.habaneros.com - Vancouver
- Karo - <http://www.karo.com/> - Calgary/Vancouver
- Noise Digital – www.noisedigital.com - Vancouver
- Cypress (Now www.weareratio.com - a [Globant](#) Company) - Seattle
- The Coverall Crew - www.coverallcrew.com - Vancouver
- Online Guru - www.onlineguru.com - San Diego
- Peel Interactive - www.peelinteractive.com - Seattle
- ProTI - www.proti.net – Seattle
- Red Bricks Media - San Francisco



<p>Work Experience</p>	<p>05/03–Present Fromson Consulting Vancouver, B.C.</p> <p>Title: Principal</p> <p>I have 20 years of experience working for many of the top digital and advertising agencies in the US and Canada. I can perform the project manager, functional/business analyst and UX/information architect role with equal professional fluency. I'm plug and play, you won't find many contractors who integrate with your team as fast and effectively as I do. Agencies have also hired me to implement best practice process and tools across their entire organization.</p> <p>I also consult direct for many clients in multiple industry verticals. Companies realize significant savings by engaging me individually to plan, architect and prototype their projects. My partner and freelance network is also extensive, allowing me to source and manage experienced design, development, content and marketing resources to launch client projects successfully.</p> <p>I've worked with Sony, Adobe, Disney, Microsoft, Time Warner, Comcast, CBS, Starbucks, Make A Wish Foundation, AT&T and Telus among many others.</p>
	<p>11/13–Present LocalSolo.com Vancouver, BC</p> <p>Title: CEO & Co-Founder</p> <p>I am the CEO and Co-Founder of LocalSolo.com. LocalSolo is a curated network of over 25,000 top local freelancers in 90 major market cities worldwide.</p>
	<p>2017 Powershiter Vancouver, BC</p> <p>Title: Digital Project Manager (Contract)</p> <p>Contract with Powershifter as a Senior Digital Project Manager on a number of projects for Telus and CMPNY. Filled in while they looked for a full time hire, then transferred the projects over to that hire.</p>
	<p>2016 Invoke Media Vancouver, BC</p> <p>Title: Digital Project Manager (Contract)</p> <p>Contract Digital Project Management on a number of projects at Invoke Media. Started 3 projects, then filled in while they looked for a full time hire, then transferred the projects over to that hire.</p>
	<p>06/13–04/14 123W Vancouver, BC</p> <p>Title: Digital Project Manager (Contract)</p> <p>Contract Digital Project Management on a number of projects at 123W.</p>

	<p>One of Toronto’s top Interactive firms, BlueSpark focuses on e-business strategy, creative and technology implementations for such clients as Aim Trimark, Sun Microsystems, Government of Ontario, Harlequin Publishing, Rogers Media, GlaxoSmithKline Pharmaceuticals, CHUM, CBC, Canadian Tire and the National Ballet of Canada.</p>
	<p>02/00–03/01 NextLeft San Diego, California</p> <p>Title: Senior Account Director (Full Time)</p> <p>An Interactive firm with offices in San Diego, Los Angeles and New York City, NextLeft focuses on e-business strategy, creative and technology implementations for such clients as Gateway Computers, Hewlett Packard, Restoration Hardware, Kyocera Wireless, Biocarta, Ted Waitt Family Foundation, PC Magazine, and Fox Sports.</p>
	<p>04/97–01/00 USWeb/CKS Seattle, Washington</p> <p>Title: Web Project Manager and Strategy Consultant (Full-Time)</p> <p>USWeb/CKS was in the year 2000 the world’s largest publicly traded internet development company, with 10,000 employees and over 90 offices worldwide (changed company name to MarchFirst in 2000). I was among the first 150 employees of USWeb in 1997 as my previous company Cosmix was purchased to become its fourth office location. Our Seattle branch was known as a flagship office, with heavy ties to Microsoft and a staff of over 140 people at its peak.</p>
	<p>06/96–04/97 Cosmix Web Design Seattle, Washington</p> <p>Title: Front-End Developer (Full Time)</p> <p>Cosmix Web Design was one of Seattle’s first internet development companies, founded in 1995. Cosmix was purchased in 1997 and became the fourth office of USWeb Corporation.</p>
<p>Education and Training</p>	<p>Certified Scrum Master Scrum Alliance - 2011</p> <p>Certificate in Project Management University of Washington - 1997</p> <p>Master of Science in Communication (GPA 4.0) Illinois State University - 1996</p> <p>Bachelor of Arts The University of Manitoba - 1991</p>

<p>Computer Skills</p>	<p>Axure Interactive Prototypes, Adobe Photoshop, Adobe Illustrator, HTML, CSS, Basecamp, Microsoft Word, Project, Power Point, Excel.</p>
<p>Project Implementation Technologies</p>	<p>I've planned and managed projects that have utilized the following technologies:</p> <p>Implementation Technologies: .Net/C#, Ruby on Rails, JQuery, AJAX, Angular JS, Backbone JS, Active Server Pages, Java (J2EE Compliancy, Struts, Servlets, EJBs, JSPs), XML, PHP, Microsoft Silverlight, PERL, Flash/Action Script, Lasso 3-7, Java-Script, DHTML, HTML, Cold Fusion, Visual Basic.</p> <p>Software Packages: Wordpress, Drupal, Code Ignitor, thePlatform Media Publishing System, Sitecore CMS, OS Commerce, X-Cart E-Commerce, Mambo CMS, Joomla CMS, ATG Dynamo Application, Personalization and Scenario Server, Eprise Content Management Server, Flash Media Server, Akamai Content Delivery Network, Microsoft Commerce Server, Resin Java Application Server, Macromedia Jrun Java Application Server, ICAT E-Commerce Server, and many message board, chat, multimedia and utilitarian applications.</p> <p>Web Servers: Microsoft IIS, Apache, IPlanet, Cold Fusion, Filemaker Server.</p> <p>Databases: Mongo, Oracle, SQL Server, My SQL, Filemaker Pro 3-7, Microsoft Access, FoxPro.</p>
<p>Awards</p>	<ul style="list-style-type: none"> • Interactive Media Awards - Outstanding Achievement - Sony Videon • Interactive Media Awards - Outstanding Achievement - Redken On Demand • Interactive Media Awards - Outstanding Achievement - Comcast Fancast • Interactive Media Awards - Outstanding Achievement - CBS Sports XXL Player • Interactive Media Awards - Outstanding Achievement - QD3 • Interactive Media Awards - Best In Class - Channel One Livewire
<p>Personal Achievements</p>	<ul style="list-style-type: none"> • Funded and personally helped build a school house in the Maasai Mara, Kenya. • Former Certified FINA "A" Competitive Diving Official (highest level achievable). • Former NCAA Division 1 Diving Coach. • Former member of Canada's Junior National Diving Team. • Former Professional High Diver. • Former Professional Trapeze Artist. • Traveled to 47 countries. • Surfed in 17 countries.