

John W. Heywood

Digital Marketing, New Media, Emerging Technology Expert
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EMPLOYMENT

Account Manager / Strategist

[RED BRICKS MEDIA](#)

April 2009 – Present
NEW YORK, NY & SAN FRANCISCO, CA

- Concurrent management of more than 10 digital marketing programs for clients such as Clear Channel, Condé Nast, Cisco, Scottrade and VEVO across Search Engine Optimization (SEO), Paid Search, Social Media, Web Development, Display and Mobile channels
- Primary point of client contact and front line responder for day-to-day account matters
- Manage internal agency teams and vendor partnerships
- Identify strategic opportunities for clients and create programs to increase traffic, engagement and ROI
- Highlights:
 - Conceived “Internet Killed the Video Star” campaign for VEVO, increasing Facebook fans by 600% and achieving “trending topic” status on Twitter; now a top-4 Internet video site
 - Created cross-site linking strategy for Condé Nast’s *Glamour*, *SELF*, *Lucky*, *Allure*, *Vogue* & *W*
 - Developed and administered two-day SEO training for over 100 national Clear Channel employees
 - Spearheaded agency social media efforts with Facebook Fan & Place pages, Twitter presence

Assistant Director

[COLUMBIA INSTITUTE FOR TELE-INFORMATION](#), COLUMBIA BUSINESS SCHOOL

October 2006 – March 2009
NEW YORK, NY

- Managed a staff of 30, including affiliated scholars, research interns, contractors and administrators
- Led research projects and organized numerous conferences on issues of strategy, management, and policy in electronic mass media, including: “Ultra-Broadband Networks,” “Location Based Services,” “The Economics of Virtual Gaming,” “Digital TV: Beyond HD,” and “Implementing the Broadband Stimulus”
- Edited and assisted in creation of lectures, speeches, articles, and manuscripts for Professors Eli Noam and Raul Katz, including *Media Concentration and Ownership in America* (Noam, 2009)
- Served as teaching assistant for 3 business school courses annually. Created, proctored and graded midterm examinations; supported more than 100 students per semester via weekly office hours
- Developed and maintained multiple web properties for Institute & Professors’ courses
- Oversaw the allocation of a \$500,000 annual budget

Project Manager

[E-GOVERNANCE ACADEMY](#)

September 2005 – July 2006
TALLINN, ESTONIA

- Led and directed research project, “The Policy of Broadband Wireless Access Technologies,” culminating in a conference and policy paper for the Estonian government on the social, political, technical and regulatory angles of long-range wireless technologies
- Promoted and installed wireless technologies in urban and rural Estonia with Estonia’s top wireless advocate

EDUCATION

B.A., Science, Technology and Society – Wheaton College, Norton, MA (2005)

Magna Cum Laude with university & departmental honors

Honors Thesis: [RFID and Privacy: Compatible or Mutually Exclusive?](#)

Study Abroad: University of Wollongong, Australia (2004)

AWARDS

Fulbright Scholarship to Estonia: 2005 - 2006 – Focus: *The Social and Political Effects of Wireless Internet in Estonia*

Wheaton Community Scholar for academic achievement and dedication to community service and leadership

Wheaton College Dean’s List – 4 Years

SKILLS

Microsoft Office; HTML and Website Development; Google Analytics & Adwords; Computer Networking; Adobe Creative Suite and Graphic Design; Audio Editing; Conversational Spanish

OTHER

Founded and edit [Blogadilla.com](#), a content portal with more than 450,000 visits annually, driving all social media and advertising efforts. Developed digital marketing strategy for [The Story Pirates](#), a non-profit educational organization, [Bolivares](#), a fashion startup, and other individuals. Enjoy rock climbing, hiking, live music & world travel. Play saxophone, clarinet, didgeridoo; DJ & produce mashups of all musical genres. Member, SF Bay Area Interactive Group.