

## Timothy J. McGuinness

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### DIGITAL MEDIA & SOCIAL MARKETING/SEO SPECIALIST

Energetic, forward-thinking leader with a consensus-building approach to mapping strategies that stay one-step ahead of the market. Enjoys being at the whiteboard when the pressure is on the line and being the evangelist when the story needs to be sold. Brings a positive outlook for all things digital and a successful track record for delivering solutions in content publishing, social media and search. Core strengths include:

Strategic & Tactical Planning	Product Positioning & Evaluation	Social Media
SWOT Analysis	Emerging Technology Innovation	SEO Publishing
Account Management	Product Planning	Resource Management

### PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

**Owner, President, Publisher**  
Fourth Beach Media

On-going since 1995  
Self-publishing and consulting

My digital career started by creating two destination content web sites as personal training tools to understand user activity and test revenue generation ideas. I have also maintained a series of freelance and consultative roles since 1995.

Publishing – All business strategy, marketing and technical requirements.

- SoccerClub! – SoccerClub.com -- Relaunched as a Facebook social network model in 11/08.
- Newport Online – NewportOnline.com. Using del.icio.us, MySpace and Flickr to drive traffic.

Consulting:

- Green Grotto Studios – Developed ad placement platform to embed ads in flash Movies.
- Signal Patterns - Providing business development for this social media application developer.
- MyWebGrocer.com – Defining product strategy and specifications for landing page campaign.
- Past Clients: Time/Life New Media – Designed the 1998 Time/Life World Cup web site for Europe; Other projects: Open Market, Fidelity Investments, BURST! Media, TravelOn.com.

**Vice-President, Search Business**  
Hakia, Inc.

July 2007 – August 2008  
Search engine start-up

Responsible for defining go-to-market strategy and marketing messages for a Web 3.0 line of semantic web products. Messaging needed to inform and present benefits that were new to the marketplace from any competitive offering. Responsibilities also included business development.

- Identified new customer acquisition programs and negotiated media buy.
- Designed and wrote marketing materials for Web services API platform.
- Identified ad publishing strategy that increased ad revenues 300% and lowered production feed expenses 100%.
- Syndicated our semantic search API to power third-party web sites and applications.
- Selected to speak on semantic search at upcoming Search Engine Strategies.

**Senior Program Director**  
America Online, Search and Directional Media

August 2003 – June 2007  
Major media portal

Managed ad products and content programming teams responsible for increasing user engagement and creating ad units to match traffic queries with pre-programmed results generated by partnerships with AOL channels and outside providers, such as NFL, NASCAR, SI, WebMD, and Princeton Review.

- Created a semantic search ontology to generate contextual “Web Offers.” This project has generated over \$50 million since its launch.
- Defined new revenue strategies to break the reliance on Google ad feeds.
- Identified content needs and built content delivery programs to user and channel requests

**Product Manager / Account Analyst**  
POPstick Interactive

November 2001 – August 2003  
Marketing services agency

Developed client strategies around Flash-based email campaigns along with data capture needs for back-end CRM and lead-generation activities. Also managed accounts and developed new products for growing current partner engagements.

- Received the POPstick performance award for successful broadcasts and engagement growth

**Director, Broadband Syndication Platform**  
IMG/TWli

June 2001 – November 2001  
Marketing services agency

Dual role as director of the Philips-sponsored syndication platform for distributing video from the Philips Fusion Action Sports Tour, and producer of the web site for the U.S. Open of Surfing.

- Developed new products, idea through release, interfacing between programming, design and sponsors. Re-purposed hundreds of hours of unused video content for new products.
- Executed syndication marketing strategy and formed third-party content relationships.

**Brand Content Manager**  
Digital Media On Demand

March 2000 – March 2001  
Music encryption start-up

Responsible for building the music download platform for showcasing DMOD's digital encryption distribution products.

- Identified strategic positioning and defined corporate messaging for brand building activities.
- Managed brand messaging in marketing collateral, technical documentation, and web content.

**Senior Producer Search and Integration**  
Lycos, Inc.

December 1998 - March 2000  
Major media portal

The first content producer at Lycos on the search team. The goal was to generate programmed search content for high-frequency search terms and breaking news.

- Programmed "First & Fast" search results database and news feeds to improve relevancy.
- Managed content integration roadmap and analyzed search trends to identify content needs.
- SuperBowl.com: Lead editor, game-day producer and HTML for official Super Bowl web site.

#### **PUBLIC RELATIONS EXPERIENCE**

**Interactive Account Specialist** – Clarke and Company

July 1995 – March 1996

- Cross-agency advocate for interactive media and created the agency's original web site.
- Provided traditional media relations and wrote marketing materials.

**Account Executive** – The Weber Group

May 1994 – July 1995

- Provided traditional media relations and strategic counsel for Weber's high-tech clientele.
- Coordinated the first agency placements with Internet sites like wired.com and Pathfinder

#### **HIGH-TECH CONSULTING**

**Account Systems Engineer** – International Business Machines

May 1988 – July 1993

- Business Consultant and Project Manager - application design and programming.
- 1992 – IBM Leadership Club Technical Symposium

**Systems Engineer** – Electronic Data Systems

April 1986 – May 1988

- Expanded responsibilities from Design Analyst for local business functions to the Lead System Conversion Analyst and Test Coordinator.

#### **EDUCATION**

**Master of Business Administration**

University of Scranton, Scranton, PA  
Major: Marketing Management  
GPA: 3.55/4.0

**Bachelor of Science**

Clarkson University, Potsdam, NY  
Major: Industrial Distribution  
Minor: Technical Marketing  
GPA: 3.175/4.0