

THOMAS MOLESKY

Box 832 | Glenwood Landing, NY 11547
thomasmolesky@gmail.com
TEL: 516.983.0262

LinkedIn: www.linkedin.com/in/thomasmolesky
Twitter: @thomasmolesky

CAREER SUMMARY

I am a multi-disciplined Digital/Web/Social Management professional, adept in bridging the realms of business and technology, while perpetually growing as a strategist and a leader. My overarching business goals are to be an integral part of a masterful team, the go-to person in my fields of expertise and to always bring something new and innovative to the table. I am an experienced manager, leader, communicator and a hands-on technology decision-maker. For me, every single day working is a new lesson learned.

EXPERIENCE

1/2011 – Present

Canon U.S.A, Inc., Melville, NY

Manager, Digital Marketing Services

Accountabilities: Web Management of the Canon U.S.A. corporate website and Intranet which includes corporate and marketing Content Management, press release activities, oversight of usability and customer feedback, front-end development project management, liaison to other Canon companies in the Americas and Europe, liaison to Canon IT for development, liaison to Legal and Corporate Compliance divisions in web & social media-related matters, liaison to product divisions, web analytics and metrics, and corporate web, social media guidelines and policies. I make things happen.

Other responsibilities and achievements include:

- Successful and impactful management of large, political, cross-divisional, multi-national Canon corporate website meetings, where we prioritize updates, schedule enhancements and fix bugs and defects for regularly scheduled website builds.
- Strategic leadership of a digital team of experts in web, social media, mobile, coding and design. Active member of the Canon Digital Media Strategy Panel – a select group of managers and executives who drive the direction of web, social, mobile and digital content to support and support execute our business objectives for Canon U.S.A.
- Orchestrated our multi-language, international web platform rollout process to select Canon Americas companies, including Canada, Latin America and U.S.A.-based subsidiaries.
- Strategic and tactical oversight and management of the existing Canon U.S.A. corporate intranet, as well as taking a lead role in planning a massive overhaul, redesign and globalization of the Canon Americas corporate Intranet in 2015.
- Dynamic and creative content management and oversight of our @CanonUSA corporate Twitter feed, Canon U.S.A.'s corporate LinkedIn and Instagram platforms. Launched in 2013, we have exponentially grown our engagement and followers weekly, with fresh daily content, 7 days a week.
- Actionable interpretation of metrics for content usage and social engagement – including sentiment monitoring and customer survey usability feedback. We are the go-to group for business recommendations based on translating the hard numbers.

- Fiscally responsible departmental budget planning/forecasting and campaign management of social media ad spend – account and post/Tweet promotions, as well as successful SEM, and SEO marketing campaign management.
- Ensuring compliance with all Legal/Privacy/Terms of Use regulations, in U.S. and Latin American territories.
- Mission-critical multi-vendor management.

Notable Achievements: Drafting first official Canon U.S.A. Social Media Policy, leadership role in the current front and back-end redesign of the Canon U.S.A. website, successful website launches for 4 Canon subsidiary companies, successful domain/DNS governance

6/2010 – 1/2011

The Carlton Group, New York, NY

Chief Digital/Technology Officer

Accountabilities: Commercial real estate investment firm’s overall digital presence. In addition, I managed all aspects of company hardware, software and digital and wireless telecommunications. IT oversight included: Data Center Server administration, Telecom, proprietary commercial real estate loan sale listing system and web site, all web-management operations, management of IT staff and vendor/consultant relations. Other responsibilities and achievements included:

- Impactful management of corporate website and the transactional real estate listing/auction website, successfully growing the usage, conversion rates and engagement while effectively managing a team of web developers, content creators and IT Specialists. I cut significant agency costs by bringing many digital functions in-house.
- Strong project leader in redesign of the multi-language corporate and transactional website redesigns – including strategy and scope, vendor RFP process.
- Designed and implemented a user-friendly digital-social strategy and infrastructure for sales and marketing teams to do international business on web.
- Initiated and managed exponential growth of multiple social media platforms, including LinkedIn, Twitter, Facebook and Blog platforms.
- Responsibly ensured compliance with all Legal/Privacy Policy/Terms of use regulations.

Notable Achievements: Web management, engaged social media management and a new hardware/software infrastructure strategy aimed at business growth and stability, future scalability and tangible cost-savings.

1/2009 – 6/2010

Saunders Associates Real Estate, Bridgehampton, NY

Chief Technology Officer

Accountabilities: All forward-thinking web technology strategies, tactics and initiatives, which included:

- Optimal results from the design planning, successful implementation and dynamic management of corporate transactional real estate listing website.
- Designed and implementation of the corporate intranet – Slashed costs by doing it in-house, implemented early responsive design, made widely available to sales agents in the field on mobile devices.
- Actively ensured regulatory compliance for all digital properties.

- Forward-thinking formulation of digital/social strategy, utilizing multiple social platforms to advertise and promote sales agents and their listings in a highly competitive, expensive region.
- Developed and implemented a digital-social strategy and infrastructure for real estate sales teams that attracted, transacted and closed business deals purely through the use of the web.
- Planned, formulated and managed the organic SEO (Search Engine Optimization) campaign that brought a startup company organically to Number One on Google, Bing and Yahoo, in less than a year with limited online ad spend.

3/2003 – 12/2009

CMC Dataworks Inc.

Partner / Creative Director / Project Director

Responsible for: Formulating and executing web strategy/design/management, social/digital strategy, top-quality content creation and management and digital technology consulting.

I have a large past-client list and array of projects included digital content delivery strategy, management and implementation in the Real Estate, Travel, Financial, and Marketing/Design/IT Industries. This includes all strategic planning, timeline formulation, accurate cost estimation/savings and overall project management, through all phases of the process.

Partial list of Clientele: Corcoran (NYC & Hamptons), Douglas Elliman (NYC), Town and Country Real Estate (Hamptons), Saunders Associates (Hamptons), W.P. Stewart (Global Investment Advisors), P.G. Williamson Group (Commercial Real Estate), Microbank/Sungard

RELEVANT SKILLS

- 25+ years experience in corporate, both large and small business, in full-time and consultant capacity
- 20+ years experience in web strategy, web design, management and development
- 10+ years social media planning, execution and optimization
- Experience in management of individuals and teams - able to motivate and empower individuals to deliver their best. Adept at empowering employees to reach their highest performance goals, as well as experience in managing and diffusing conflict and disagreements
- Experience in working with global and remote teams
- Very strong written and speaking communication skills, ability to present to the highest executive levels
- Well-versed in diplomacy, able to adeptly represent myself and my division in any environment or situation

EDUCATION

Lynchburg College, Lynchburg, VA
Bachelor of Arts, Management