

# Wesley Kashiwagi

## Experience

### **Director, Digital Marketing | Wolfram Alpha, LLC** **Palo Alto, CA - Sep 1, 2010 to Dec 17, 2010**

Responsible for digital marketing strategy in support of business development, including lead generation and lead management, website, online purchase marketing, and sales tools. Division dissolved by headquarters.

### **Sr. Director, Digital Marketing | Saba** **Redwood Shores, CA - Nov 4, 2009 to Aug 27, 2010**

Responsible for digital marketing strategy, including web, video, podcasts, ecommerce, free trials, and mobile. Created and managed lead generation campaigns and content, marketing automation rules and workflows, and email marketing, including support for all geos and internal departments. User experience and user interface for iPhone applications. Increased overall lead generation by 19% and qualified web leads by 17% in two quarters via UE enhancements and content improvements; email response rose 240% in the same time period.

### **Sr. Director, Mobile Marketing | Azingo** **Sunnyvale, CA — May 24, 2008 to Nov 1, 2009**

Responsible for all corporate marketing initiatives for a LiMo-compliant Linux mobile application and platform development start-up company, including web marketing, print advertising, video, podcasts, tradeshows, special events, collateral (editorial and design), and corporate identity. Managed design resources in India, US, Spain, and Germany. Redesigned corporate identity in six weeks. Job responsibilities expanded to include PRDs for the Azingo Active Homescreen as well as interaction models for Azingo's mobile web browser, media player, and 14 other mobile applications. Also instrumental in developing the physics model, visual design, and image, video, and ringtone library.

### **Director, Online Marketing | Saba** **Redwood Shores, CA — Feb 6, 2007 to May 20, 2008**

Responsible for all online and web marketing initiatives, including online lead generation, design and production of Saba.com and the corporate intranet, customer email campaigns, SEO, SEM, online editorial content, Salesforce.com integration, and online banner advertising. Hired and managed two-person internal web team, plus agencies, web vendors, and contractors. Campaigns resulted in increasing lead generation by 20+% and generating ~\$3M in incremental revenue in 6 months. Produced, directed, and edited HD video demos for campaigns. Awarded Employee Excellence Award.

### **Sr. Manager, Digital Marketing | Pillar Data Systems** **San Jose, CA — Aug 14, 2005 to Feb 3, 2007**

Responsible for all online and digital marketing initiatives, including Pillardata.com, email campaigns, web seminars, search engine optimization, online editorial content including whitepaper development, sales development scripts, and online awareness and lead generation campaigns. Managed an annual budget of \$600K+, contractors, and agency relationships. Lead generation campaigns generated the largest number of leads at the lowest cost per lead. Also responsible for in-house web seminars, podcasts, videocasts, and multimedia sales tools.

### **Director, Web Marketing & Operations | Siebel Systems** **San Mateo, CA — Sep 20, 1999 to Aug 11, 2005**

Responsible for the web marketing strategy, branding, and production of Siebel System's external online marketing, including siebel.com, global strategic alliance websites, and product microsites, which are responsible for the largest number of qualified leads generated at the lowest cost. Created all editorial, graphic, production processes and guidelines for the web marketing dept. and content owners, as well as managing a team of up to 10 production team members. Responsible for tracking lead generation, web traffic analysis, user retention, marketing campaign metrics, and search engine optimization. Other accomplishments include the enterprise customer sales portal program and increasing landing conversion and translating the company's 2005 rebranding campaign across all online properties.



## Contact

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## Skills

### **Design Software**

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Flash

### **Web Software**

Adobe Dreamweaver

Adobe Contribute

Interwoven Teamsite

HTML by hand

### **Marketing Automation and Email Marketing**

Pardot, ExactTarget, Manticore, Constant Contact and others

### **Web Analytics**

Google Analytics

Webtrends

WebSideStory

### **Business Software**

Salesforce.com

Oracle Siebel OnDemand

Microsoft Word

Microsoft Excel

Microsoft Powerpoint

Microsoft Project

Microsoft Visio

### **Video Software**

Apple Final Cut Pro

Apple Motion

Apple Soundtrack Pro

Apple DVD Studio Pro

### **Video Production**

HD video, camera/lighting

16mm file cameras with

sync-sound recorders

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## Experience (continued)

### **Website Manager | Novell**

**San Jose, CA — Oct 5, 1998 to Sep 17, 1999**

Responsible for electronic marketing for sales-related websites, including shopnovell, Novell corporate partnerships, and miscellaneous projects. Created site designs, graphics, animated banners, editorial content, and HTML scripting for public website and intranet. Personalized newsletter initiative resulted in a 20% return, an eight-fold increase in subscribers, and a 50% increase in monthly sales.

### **MarCom Specialist | CTB McGraw/Hill**

**Monterey, CA — Nov, 1997 to Oct 2, 1998**

Primary responsibilities were to create integrated marketing campaigns based on input from field sales, regional offices, and corporate executives. Manager of CTB's website, managing editor/writer of CTB's company newsletter, and CTB's national advertising campaign for 1998. Designer of various product brochures, CD-ROMs, environmental graphics, and other collateral.

### **Senior Interactive Designer | Sony Imagesoft**

**Monterey, CA — May, 1993 to Oct, 1995**

Produced ten interactive multimedia CD-ROM titles for the business and consumer market. Creative director and product marketing manager for the Highlights for Children CD-ROM, including managing the creation of all digital elements, application design, and managing a team of ten artists, programmers, and sound designers/musicians. Internal expert on digital video, digital video, and animation.

### **Interactive Designer & Digital Video Editor | Warner New Media**

**Burbank, CA — Oct, 1990 - Feb, 1993**

Digital video editor for eight multimedia CD-ROM titles and touchscreen-based educational kiosks. Production manager for in-house video production.

## Education

### **University of Southern California, Los Angeles**

#### **School of Cinema/Television**

January 1986 - October 1990

B.A., Film Production (incomplete)

## Interests

Pro bono web marketing work includes producing websites for San Jose community-based non-profit organizations, including the Webguild of Silicon Valley. Publisher of a bi-monthly community newspaper in Monterey, CA from 1994-1998. I play the bassoon, tenor sax, and piano.

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