

Sean McVeigh

2020 Maltby RD #7249
Bothell, WA 98021

Email: seandakid@gmail.com
Phone: (206) 999-6764

About Me

I am a local, outgoing marketing manager with real world online marketing experience building communities as well as organizing and running large events. I am also proficient at getting targeted **attention** in an online market that is noisy and complicated. When I am not working, I like to spend time with family, learning new technologies and snowboarding.

Summary of Qualifications

- Ability to get attention and a very strong understanding of how social media, SEO, Email and influencer marketing work together
- Proficient at analyzing data and providing strategic online marketing guidance and planning.
- Experience working with legal and compliance teams vetting internal and external communications
- Proven DTC (direct to consumer) and B2B (business to business) online marketing experience
- Proficient with the top 20 social media networks such as Facebook, Instagram, YouTube, Twitter, Snapchat, Tumblr etc.
- Experienced at developing and implementing social media strategies while working with the business stakeholders to ensure all KPI's were met
- Ability to work with creatives and executives to achieve goals on targeted marketing campaigns
- Increased DTC and B2B sales via strong website SEO and email marketing
- Highly technical with a deep understanding of email marketing concepts and campaigns
- Proven ability to lead local and off-shore teams to ship applications and deliver marketing related initiatives
- Content marketing experience as well as media creation and direction
- Very strong communication skills with the ability to communicate effectively from entry level to C level
- Superb cross team collaboration skills. Often times I am brought into hostiles situations to fix issues and mend relationships
- Extensive Experience with website management platforms such as WordPress, Drupal and Joomla.
- Ability to manage and speak in behalf of companies during online reputation management engagements. Extensive experience in creating detailed vision/scope, business requirements, functional specification documents and performing data analysis
- Experience designing, building and implementing a mobile app on Android and iPhone
- Highly effective communicator by way of written, oral, meeting, and presentation skills
- Ability to implement a long tail marketing strategy by creating strong branding around products and/or services
- Strong knowledge and ability to manage of all online citation sites such as activities on platforms such as Yelp, Google Reviews, etc.

Employment History

6/10 – Present *Owner/Operator*

425 Media Social Media and Online Marketing

- Created and implemented social media and online marketing campaigns for numerus customers.
- Drove sales leads via website SEO activities. Currently ranked for my top key words
- Provided DTC and B2B online marketing strategies to customers and drove said strategies to completion
- Managed online reputation for restaurants, builders, painters, artists, fabricators and authors
- Responsible for building out entire online presences of customers from website to citation management
- Worked with business owners and store managers to develop and implement online marketing strategies using all major social media platforms.
- Extensive marketing specific knowledge of Facebook, Instagram, Twitter, Pinterest, Youtube, Snapchat, Tumblr, and influencer marketing on all those platforms
- Experience with online marketing tools such as Hootsuite.

1/14 – Present

Sr. Security Analyst

WebMD

- Created, triaged and vetted application user stories to include and define security requirements within the WebMD Connect product

- Assisted with interviewing, defining and implementing corporate security projects such as Airwatch, Nexpose, WhiteHat application security scans, Antivirus and malware management
- Vetted third party vendor's security wishing to integrate into WebMD products and services
- Developed and implemented a WebMD company-wide, phased approach to OS and application security patching
- Assisted the development organizations with including Security Development Lifecycle requirements into the WebMD SDLC
- Managed multiple penetration tests with third party vendors and provide detailed reporting back to senior management

2/09 – 2/10

Security Program Manager

Equiom (Bsquare/Ford Motor Company)

- Directed system integrators security activities for Ford Motor Company's SYNC Gen 2 Infotainment system, based on Windows CE 6.0 and Microsoft Auto 4.0.
- Delivered detailed and summary security status reports to system integrator developers as well as senior security officials at Ford Motor Company
- Developed overall security analysis plan for all major Ford SYNC components
- Managed security team that provided Threat Modeling, Code Review, Ethical Hacking and Security Testing
- Provided sustainable security practices and methodologies for systems integrator still in use today
- Assisted Engineering team with possible sales opportunities including technical presentation preparation
- Drove security related initiatives within Bsquare, increasing overall development security
- Based on review of Ford requirement documentation, performed extensive Threat Modeling

2/08 – 2/09

Security and Compliance Program Manager at Microsoft

Siemens IT Services (Contractor)

- Responsible for refining and supporting process improvements as the SDLC and SDLIT
- Business Unit Security Liaison responsible for application security activities
- Initiated dialog with external groups to research and implement new more efficient processes
- Served as a POC for all SOX 404 and 302 related tasks and control inquiries
- Monitor and report on all application security business group application activities
- Weekly and monthly statistic based reporting provided to management
- Initiated, researched, enhanced, delivered and managed CIO exception process
- Certified in Application threat modeling and a qualified Operations Security Analyst
- Validated and audited BGC OE security groups. Performed audits
- Identified needs and improved security processes/procedures
- Assisted in unifying common security practices across the different APP groups of the Microsoft Business Group Center of Excellence (internet activation of MS products).

Environment: Microsoft internal applications: Product Studio, MSAPPS, ACETOOLS as well as Microsoft Excel, Word, Outlook, SQL and Vista.

8/07 – 2/08

IT Consultant – Seattle IT Guys

2/07 – 8/07

Project Manager 2 (Microsoft, GSA) Volt

- Initiated cross group collaboration to ensure deadlines were met on multi-group projects
- Simultaneously drove multiple projects (MVP, IS and MIF programs)
- Drove business requirements into products 2 off-shore teams (Shanghai) to deliver projects
- Used SDLC methodology and RACI templates to effectively drive multi group projects
- Designed usage processes and training of custom customer applications
- Assisted Program Management with strategic input for multiple group projects.
- Multiple customer projects interacted with Program Management and provided strategic support
- Delivered three large RTW (MIF, MVP an Influencer Services) projects within six months

4/05 – 6/06

Security Engineer

Microsoft Corp, FTE (Redmond, WA)

- Designed and delivered functional and operational specifications to deliver threat management solutions for Microsoft's Online Desktop Services and its customers.
- Performed detailed technical gap analysis of multiple vendors' security solutions and drove requirements back to product teams.
- Gathered security and functional requirements from external customers and delivered solutions based on those requirements.
- Engineered security solutions based on Sarbanes Oxley and HIPAA compliance
- Managed a security lab used to build out prototype security solutions. Labs were managed remotely via Virtual Server.
- Assisted security team in evaluations and penetration testing of purposed solutions
- Prepared operational training material, conducted training on said material which improved the delivery of Microsoft's Online Desktop Services security services
- Delivered on timelines for projects and provide daily status reports while delivering solution
- Created and managed security related client support processes, tools, and procedures
- Produced and delivered project cost estimates to clients and prospective clients
- Drove initiative for standardized reporting and alerting for anti-virus across multiple engineering teams at Microsoft.

10/99 – 4/05

Development Manager CA (vendor @ Microsoft)

- Managed the eTrust Antivirus driver testing and releases at Microsoft.
- Gathered Microsoft cross group requirements, vetted requirements with senior management and suggested new features/functionality
- Drove driver and product release management from development through release throughout Microsoft's 300k+ nodes.
- Acquired, scheduled, maintained and managed beta UAT release groups and used results to refine product releases.
- Responsible for locally managing test lead. Provided coaching and feedback through difficult situations.
- Balanced CA's interests while being the voice of the customer, resulting in win/win situations for both Microsoft and CA.
- Updated and maintained antivirus login and installation scripts.