

# JOSH JANICEK

(512) 921-4539 | JOSH@JANICEK.COM

## Work Experience

- March 2011 - Present **Operations Manager**  
Schaaf-PartnerCentric, Austin, TX
- Manage staff of three full-time Marketing Analysts
  - Manage, analyze and review client performance data in Commission Junction, Google Affiliate Network, ShareASale
  - Publisher recruitment and affiliate program optimization
  - Trademark monitoring to ensure client's brand integrity across partner relationships
  - Email newsletter design and deployment
- April 2010 – Present **Owner/Sole Proprietor**  
Scrubbly.com, Austin, TX  
Scrubbly is a Windows-based desktop application designed for email affiliates & list owners. The application will scrub a mailing list against an encrypted opt-out list and return to the list owner a cleaned and mailable list.
- Started company in ~30 days
  - Profitable in ~60 days
  - Designed application's functionality & usability
  - Hired and managed development of .NET software
  - Designed logo & hired outsourced design firm for creative deliverable
  - Integrated product licensing and registration utilizing third party software
  - Designed & developed website with e-commerce functionality and affiliate sales program
- Nov 2007 – Mar 2010 **Director of Operations & Accounts**  
UnsubCentral, Inc., Austin, TX
- Managed all daily business operations, client services and account management
  - Managed a team of four client service personnel
  - Primary sales engineer for three external sales directors
  - Drove 20% quarterly revenue growth across existing accounts
  - Trained new sales, sales engineering, account management and services staff
  - Collaborated with sales directors to land key accounts such as Experian UK, Intuit, Real Networks, Johnson & Johnson, Verizon, Dell, American Express Publishing, Salesforce.com, Citrix
  - Worked with technology team to successfully deploy two milestone product releases within 12 months
  - Responsible for overseeing billing and collections of \$6,000,000 in annual billings
  - Counseled clients and peers in email marketing and suppression list management best practices
  - Maintained 100% client satisfaction (biannual customer service survey)
  - Author of numerous industry-related bylines
- Nov 2006 – Nov 2007 **National Account Manager**  
UnsubCentral, Inc., Austin, TX
- Proactive monitoring and communication with company's key clients to address technical and business needs and identify potential revenue opportunities
  - Ensured client satisfaction with company's email marketing and CAN-SPAM compliance offering
  - Collaborated with clients to identify strategy and goals, including adoption of email marketing best practices with follow-through to execution of initiative
  - Coordinated initial client setup with the support and development teams, including system configurations and any specific customizations
  - Designed initial client training to best utilize the UnsubCentral product to most effectively meet client goals
  - Provided ongoing advisement of UnsubCentral features to improve ROI and email deliverability
  - Wrote most process documents that UnsubCentral uses to run all account management and client services

## Contact Information

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Web: www.joshjanicek.com

## Education

B.A., Communications

St. Edward's University,  
Austin, TX

## Skills

Mac OS X	Commission Junction
Windows 95 - 7	LinkShare
Microsoft Office	ShareASale
QuickBooks	Google Affiliate
Photoshop	Network
Illustrator	DirectTrack
InDesign	AvantLink
Dreamweaver	PepperJam
Google: Analytics	Email: Marketing Compliance
AdWords	CAN-SPAM Act
AdSense	Constant Contact
Webmaster Tools	Campaigner
HTML	Eloqua
CSS	MailChimp
Javascript	Stormpost
PHP	Ecommerce
MySQL	Software licensing
WordPress	SEM/PPC
SEO	Photography
SEM/PPC	Video editing
Salesforce	+ more
Zoho	
ZenDesk	
CRM's	

## LinkedIn & Recommendations

[www.linkedin.com/in/joshjanicek](http://www.linkedin.com/in/joshjanicek)

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## Work Experience (continued)

### Jun 2004 - Sept 2006 Operations Manager

Wellness Works, LLC, Marble Falls, TX

- Managed all daily operations including sales, customer service, employees, marketing, business development, inventory, fulfillment, purchasing, budget, accounting, shipping, network infrastructure and hardware, customer website development and maintenance
- Maintained overall Profit & Loss responsibility, budget development, analysis and forecasting
- Managed customized, private labeling of 165 SKUs of nutritional and natural medicines offering
- Doubled net profit, resulting in company profitability
- Reduced annual expenses by \$250,000
- Cut product labeling costs by 45%
- Cut shipping costs 40%
- Maintained \$1.4 million in annual sales
- Doubled customer base and signed on company's first international client
- Directed all customer logo/brand development
- Account manager for 450+ client pharmacies
- Managed a staff of 10-12 full-time employees

### Jan 2003 - Jun 2004 Webmaster/Sales Engineer

Wellness Works, LLC, Austin, TX

- Prepared and managed all outside sales presentations, contracts and proposals
- Developed and maintained 400+ client websites and product catalog database
- Designed client logos, brand and customized sales and marketing materials
- Managed local printer and file sharing network (Windows & Mac)
- Developed online form to fax/e-mail prescription refill service for client websites
- Fielded marketing and website related customer inquiries

### Mar 2002 - Jan 2003 Communications Coordinator

Scott & White Memorial Hospital, Temple, TX

- Created new and edited existing clinical content for Scott & White's new IBM Websphere-driven portal using Interwoven's Teamsite content management system
- Maintained online physician directory, regional clinics sites and online employee newsletter
- Instrumental in the design and development of patient and visitor website portal ([www.sw.org](http://www.sw.org))
- Proposed and integrated streaming video promotion, developed online form and database for video orders

### Jun 2000 - Nov 2001 Multimedia Editor

Vidbook.com, Austin, TX

- Core contributor to exponential growth of Website channels' content and development
  - Fully responsible for digital video capturing, editing and encoding (Real, Windows, Quicktime)
  - Graphic & multimedia design in Photoshop and Flash
  - Maintained bi-weekly quality control to ensure site integrity and functionality
  - Search engine optimization
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