

# Josh Janicek

6622 Hillside Terrace Dr., Austin, TX 78749  
(512) 921-4539 • josh@janicek.com  
<http://www.joshjanicek.com>

---

## Experience

### **Scrubbly, Austin, TX – [www.scrubbly.com](http://www.scrubbly.com)** **Sole Proprietor (DBA)**, April 2010 – Present

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, 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
- Designed & developed website with e-commerce functionality and affiliate sales program
- Integrated product licensing and registration utilizing third party software

### **UnsubCentral, Inc., Austin, TX** **Director of Operations & Accounts**, November 2007 – March 2010

- 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
- Primary trainer of all new sales, sales engineering, account management and client 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
- Worked with technology team to successfully deploy two milestone product releases within 12 months
- Directly responsible for overseeing the billing and collections for \$6,000,000 in annual billings
- Counseled clients and peers in email marketing and suppression list management best practices
- Relentlessly focused on maintaining 100% client satisfaction (biannual customer service survey)
- Author of many industry-related bylines

### **National Account Manager**, November 2006 – November 2007

- Proactive monitoring and communication with company's key clients to address technical and business needs and issues, and to 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 deliverability
- Wrote many of the process documents that UnsubCentral uses to run all account management and client services needs

### **Wellness Works, Marble Falls, TX** **Operations Manager**, June 2004 – September 2006

- 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
- Served as account manager for 450+ client pharmacies
- Managed a staff of six

## **Webmaster/Sales Assistant**, January 2003 – June 2004

- 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

## **Scott & White Memorial Hospital**, Temple, TX **Communications Coordinator**, March 2002 – January 2003

- 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)
- Proposed and integrated streaming video promotion, developed online form and database for video orders

## **Vidbook.com, Austin, TX** **Multimedia Editor**, June 2000 – November 2001

- 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
- Ensured individual Web page optimization for search engine indexing

## **Education**

- Saint Edward's University, Austin, TX. B.A., Communications/Media Production, 2000
- Dean's List, 1996-2000

## **Web portfolio**

- JoshJanicek.com – LinkedIn/resume website with personal branding blog
- Janicek.com – Personal family website with fantastic writing examples
- Maly.TV – Video website designed for family to see updates from our daughter
- HartzVictims.org – Grassroots & consumer-driven website for victims of OTC flea & tick medications
- cgravesllc.com – Georgetown-based homebuilder
- Scrubbly.com – Personal business website
- InboxAdvocate.com – Website designed to educate consumers on email marketing
- WellnessWorks.com – Former employer's website that I designed & built
- DesMoinesPaintingServices.com – My brother-in-law's painting business website
- BongoBus.com – A friend's Austin-based party bus service

## **Computer/Technology expertise**

- Mac OS X & Windows
- Microsoft Office
- Quickbooks
- Extensive understanding of Web/email technology
- Google Analytics, AdSense, Webmaster tools
- Adobe Photoshop & Illustrator
- Digital photography (DSLR) and video
- HTML, CSS, Javascript, PHP, Perl, MySQL
- IBM Websphere and Interwoven Teamsite CMS
- Salesforce.com/CRM
- Extensive knowledge of email marketing and the CAN-SPAM Act of 2003
- Campaigner, Eloqua, MailChimp, StormPost
- ElecKey 2.0
- Elance
- E-Junkie and other e-commerce solutions
- Online display advertising: LinkShare, Shareasale, Commission Junction, Google