

# TODD M. CAVANAUGH

BUSINESS CONSULTANT & DIGITAL MARKETER

An in-demand consultant experienced in combining deep Asana mastery and business training to drive results for clients. Strengths focus around strategic planning, an engaging presentation style, technical savvy, and program leadership with a determined goal of helping each company accomplish its mission.

Hired as an Asana consultant for organizations including **Mercedes-Benz**, **Leatherman Tool Group**, **NBCUniversal**, **University of Georgia**, **Kaiser Permanente**, the **National Multiple Sclerosis Society**, and an **NFL team**.

## PROFILE

### Location

Rochester, NY

### Phone

585.613.5778

### Email

todd.m.cavanaugh@gmail.com

### Website & Portfolio

toddcavanaugh.com

## TECHNICAL SKILLS

- Asana expert
- PowerPoint & Apple Keynote
- Adobe Photoshop
- Google Analytics
- Google Adwords
- SEO
- WordPress
- Final Cut Pro X
- Video Production & Photography

## INTERESTS & HOBBIES

- Volunteered to help the less fortunate in Brazil, China, Kazakhstan, Israel, Mexico, and Thailand—often as a team leader
- Appeared as a contestant on *Who Wants to Be a Millionaire?*
- Enjoys traveling, non-fiction reading, writing, musical composition, basketball, and fantasy football

## CERTIFICATIONS

- Google Analytics IQ
- HubSpot Inbound Certified

## EXPERIENCE

### Owner, Lead Consultant

*Asana Training* (2013 – Present)

- Started six-figure consulting practice helping companies deploy and optimize Asana software
- Wrote, produced, and taught the *Asana Training Masterclass*, an online course with over 60 lessons and 8 hours of HD video used by organizations around the world
- Served clients from industries spanning Technology, Healthcare, Marketing & PR, Manufacturing, Financial Services, Retail, Media, Education, and Nonprofits

### Creative Director, Consultant

*Verity Consulting, Inc.* (2015 – 2016)

- Consulted for a variety of tech companies in Silicon Valley, such as stepping in as the temporary global communications manager for a \$250 million network security company
- Led brand marketing and advertising efforts while Verity Consulting revenues grew 81% to \$8.7 million to join the Inc. 5000

### Product Marketing Manager

*BlackBox Biometrics, Inc.* (2014 – 2015)

- Forged brand identity for Linx IAS, a CES award-winning consumer wearable technology product
- Saved \$120,000+ in less than 6 months by bringing web, photo, and video development in-house
- Conceptualized and wireframed UI/UX design for iOS & Android app

### Marketing Director

*BASIC // Direct reports: 12* (2009 – 2014)

- Conceived, executed, and analyzed dozens of comprehensive marketing campaigns from start to finish using print, mail, email, radio, video, web advertising, and social media
- Organized 12 profitable, multi-day events for groups of 850+ people
- Developed and managed budgets of over \$2 million

## EDUCATION

### Master of Business Administration (MBA) – 4.0 GPA

*Rochester Institute of Technology* (2008 – 2009)

### Bachelor of Science (B.S.) in Business Administration – 3.9 GPA

*State University of New York College at Brockport* (2004 – 2007)