

Tony Thomas

Technology Marketing and Sales, Writing and Communications

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Summary

Tony Thomas is a Technology Sales and Support Professional, Writer and Communicator. His sales career has spanned several decades and has included technology, sales, advertising, publishing and broadcast media.

Tony has been a prolific technology writer for several decades. His articles have appeared in numerous publications including Mix, Electronic Musician, Recording, Recording Engineer/Producer, AV/Video, Roland Users Group, Millimeter, Cleveland Scene and more. He currently publishes popular Internet blogs. He has served as an advertising executive and creative visionary at several agencies including Rogers, Thomas, Cross & Long/Cleveland, Media One Advertising/LA & SF, Target Communications International/LA and The Thomas Group/Cleveland. He worked on accounts including McDonald's, Grumman Flexible, Greater Cleveland RTA, World Airways, Plantronics, SP Communications (Sprint), WDOK, Norstan, Roland, Kawai America and many others. He has also been involved in radio broadcasting for more than 40 years. He has been on the air at stations that include WDOK/Cleveland, WERE/Cleveland, WQAL (Q104) Cleveland, KBRT/Los Angeles, KTYM/Los Angeles and WRUW/Cleveland. He is an Internet Radio pioneer, appearing on Internet Radio DAER in the late 90s and early 00s. Tony has recently worked with Internet station, Legato Cafe and can be heard on Zoe Radio Africa. He is also an amateur radio licensee (call sign KC8TJF). Tony has worked with computers since the mid-1980s and has mastered several applications such as Word, Excel, Powerpoint, Oracle Open Office Suite, Oracle Virtual Box, VNC, Siebel, BPCS, MAS90, Corel, Xara and is familiar with several hardware platforms including Windows, OSX and UNIX/Linux. He is currently a Technical Support Engineer with Newark/element14, a division of Premier Farnell PLC. Tony's extensive skill set and multi-disciplinary approach has made him an asset to every organization he has worked with.

Specialties

Technical Writing, Editing, Copywriting, Marketing, Communications, Advertising, Publishing, Inside Sales, Technology Sales, Customer Service, Computer Technology, Internet Marketing, Graphic Design, Photography, New Media, Broadcasting.

Experience

Technical Support Engineer and Sales Professional at Newark | element14 (Division of Premier Farnell PLC)

March 1998 - Present (17 years 8 months)

Technical Sales and Support Engineer providing telephone support to electronic design engineers, MRO professionals and consumers. Responsible for revenue enhancement and sales of software products and circuit board design solutions. Also involved in training, contributing content to the website and editing

collateral materials. Previously performed various sales and customer service roles over with this major international electronics distributor.

Air Personality at Legato Cafe

June 2009 - June 2010 (1 year 1 month)

Air Personality at Internet Radio DAER

June 1998 - March 2001 (2 years 10 months)

Writer at Recording Magazine

1994 - 2000 (6 years)

Air Personality at WDOK

1991 - 1999 (8 years)

Audio Editor at Scene Magazine

1978 - 1999 (21 years)

Account Manager at Office Max

1997 - 1998 (1 year)

Copy Max Division

Team Leader at Micro Xperts

1995 - 1997 (2 years)

Sales Representative at CompuWorld

1996 - 1996 (less than a year)

Air Personality at WQAL

1990 - 1991 (1 year)

Assistant Head Writer at Winston & Winston

1990 - 1990 (less than a year)

Local Sales Manager at WJMO

1989 - 1990 (1 year)

Contributing Editor at Mix Magazine

1984 - 1989 (5 years)

Announcer/Engineer at KTYM

1981 - 1989 (8 years)

President at Target Communications Int'l

1979 - 1989 (10 years)

Writer at Electronic Musician Magazine

1986 - 1987 (1 year)

VP/Account Services at Rogers, Thomas, Cross & Long Advertising

1977 - 1979 (2 years)

Instructor at Ohio School Of Broadcasting

1976 - 1979 (3 years)

Certifications

Up and Running with Raspberry Pi

lynda.com License E7984F February 2015

Insights on Illustrative Design

lynda.com License E8ED37 February 2015

Techniques and Concepts of Big Data

lynda.com License 15AD5C February 2015

Understanding SSH

lynda.com License 0AB1C1 February 2015

WordPress DIY: Setting Up WordPress

lynda.com License E64DAC March 2015

Cloud Computing First Look

lynda.com License 6C7087 March 2015

Up and Running with Arduino

lynda.com License 071B2D February 2015

Up and Running with Chrome OS

lynda.com License 6CD895 February 2015

Leading a Customer-Centric Culture

lynda.com License F2D825 March 2015

Understanding FTP

lynda.com License 41D095 March 2015

Sales Fundamentals

lynda.com License 3D1785 March 2015

Leading and Working in Teams

lynda.com License 04BF16 March 2015

Writing a Marketing Plan

lynda.com License A924A6 March 2015

Meeting the Challenge of Digital Transformation

lynda.com License 6E7246 March 2015

Embracing Change

lynda.com License 661A1A March 2015

Building Customer Loyalty

lynda.com License 2C1C04 March 2015

Managing Team Creativity

lynda.com License 68223E March 2015

Up and Running with Google Apps Script

lynda.com License 85EE9D March 2015

Writing Articles

lynda.com License B8AF26 March 2015

Negotiation Fundamentals

lynda.com License C10675 March 2015

Freelancing Fundamentals

lynda.com License E15EB8 March 2015

Getting Things Done

lynda.com License A6BBE8 March 2015

Google Drive Essential Training

lynda.com License D85696 March 2015

Brand Building Basics

lynda.com License 58374D April 2015

Internet Marketing Basics

lynda.com License 8C7DB0 April 2015

The Science of Sales

lynda.com License 441237 April 2015

Project Management Simplified

lynda.com License 608BE5 April 2015

Up and Running with Evernote for Windows

lynda.com License 44B36D April 2015

Writing Marketing Copy

lynda.com License 56CA13 April 2015

Value-Based Pricing

lynda.com License F58B70 April 2015

Thinking Like a Leader

lynda.com License E5EB8E April 2015

Ideas that Resonate

lynda.com License BF0896 April 2015

Improving Your Judgment

lynda.com License 3F7E7A April 2015

Managing To-Do Lists

lynda.com License 9CA760 May 2015

Managing Technical Teams

lynda.com License 40E01E May 2015

Writing Press Releases

lynda.com License CC6C68 May 2015

Building an Online Community

lynda.com License 3767F7 May 2015

Foundations of Programming: Fundamentals

lynda.com License A0CCF1 May 2015 to May 2015

Building Your Professional Network

lynda.com License 563BEB May 2015

Creating Better Blog Content

lynda.com License 1547D9 May 2015

Skills & Expertise

Copywriting

Writing For The Web

Editorial

Radio Broadcasting

Sales

Technical Writing

Editing

Digital Recording

Digital Photography

Photojournalism

Website Development

Announcing

Voice Over

Broadcast Production

Broadcast Engineering

Writing

Public Relations

Public Speaking

Social Media Marketing

Media Planning

Advertising Sales

Advertising

Radio Advertising

Recruitment Advertising

Computer Hardware

Classroom Instruction

Corel Draw

Online Marketing

Photography

Publishing

New Media

Graphic Design

Broadcast

Customer Service

Marketing Communications

Social Media
Email Marketing
Press Releases
Web Design
Journalism
Media Relations
Marketing Strategy
Blogging
Promotions
Digital Marketing
Magazines
Technical Support
Electronics
Music Production
Consumer Electronics

Education

Lynda.com

Various Courses, 2015 - 2015

Compton College

Business, 1979 - 1980

Grade: 4.0 GPA

Cleveland Ad Club Training Program

Advertising, Public Relations, Broadcasting, 1977 - 1978

Ohio School of Broadcasting

Broadcast Announcing and Engineering, 1974 - 1976

Shaker Heights High School

1971 - 1974

Honors and Awards

Who's Who in the West, Who's Who in California, Certificate of Appreciation/Inglewood Chamber of Commerce, Air Personality of the Month/WDOK-FM (June 1993), Plaque for Distinguished Service/WDOK-FM, Milestone Awards/Newark Electronics, Quality Award/Newark Electronics, Gold and Silver BDS Profit Growth Awards/Newark Electronics.

Interests

Marketing, Writing, Technology, Music, Photography, Fountain Pens, Theology.

Volunteer Experience

Board Member at Zoe Radio Africa

January 2012 - Present (3 years 10 months)

Board Member and Staff Announcer for Radio Station Network.

Founder And Director at Zoeproject

January 2002 - Present (13 years 10 months)

Zoeproject.com

Publications

How To Find a Job Fast: Job Search Techniques for the 21st Century

TTE August 16, 2015

Authors: Tony Thomas

Real Christianity: Keeping the Faith in a Post-Christian World

Zoeproject October 3, 2015

Authors: Tony Thomas

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16 people have recommended Tony

"Tony is a great peer and is one of the most helpful and team spirited people I have ever worked with. He will go the extra mile for his customers and his peers at every opportunity."

— **Tamisha Matus**, worked directly with Tony at Newark | element14 (Division of Premier Farnell PLC)

"Tony Thomas is a genuine person, hard-working professional and loyal employee. I have found that Tony always puts his customers at the heart of his actions and his dedicated follow-through makes him a winning salesperson. In addition to his strong work ethic, Tony has a positive attitude, friendly demeanor and is a dependable friend."

— **Michele Renard**, worked with Tony at Newark | element14 (Division of Premier Farnell PLC)

"In my capacity as Operations Manager I had the pleasure of working with Tony Thomas. Tony has displayed the energy and enthusiasm that is highly regarded by an employer. He is willing to do take the time to "complete the job". I would be happy to support Tony in any of his endeavors. I know that he's not one to be satisfied with just enough."

— **Greg Platte**, managed Tony indirectly at Newark | element14 (Division of Premier Farnell PLC)

"Tony has excellent follow through and is a high achiever. He maintains a positive attitude and always gets the job done!"

— **Diane Kelly**, worked with Tony at Newark | element14 (Division of Premier Farnell PLC)

"Tony is a strong customer advocate and sales professional. I worked with him during a time when we were restructuring the sales function at our contact center. Tony played an important role in learning and performing the new skills and responsibilities, and communicating successes and suggestions to the team. I strongly recommend Tony as a key player for any organization."

— **Tom Bonner**, worked directly with Tony at Newark | element14 (Division of Premier Farnell PLC)

"I worked with Tony at Newark for 8+ years. I always found Tony to be a pleasant colleague to work with, as the two of us shared a very nice rapport. Tony was very punctual, reliable and could always be counted

on to get the job done. Tony is very articulate and possesses a pleasant voice on the phone, very smooth and polished. I truly believe Tony would be a great addition to any company looking for an outstanding salesperson and/or customer service representative."

— **Tim Monroe**, worked with Tony at Newark | element14 (Division of Premier Farnell PLC)

"Tony is a long time employee for Newark. He has been in many jobs that has allowed him to have expertise in many areas. Customer service, inbound sales and outbound sales. Tony is a loyal and dedicated Newark employee that cares about the company and it's growth and standing in the community. Tony has good relationships with all support staff member within the company and works well with our branch partners."

— **Phil Bearden**, managed Tony at Newark | element14 (Division of Premier Farnell PLC)

"Tony is a very knowledgeable person, not just of the products, but of his customers, their industries and what requirements best suit them. He is a pleasure to work with on any level and always is very respectful of everyone around him."

— **Darlene Lemaster**, worked directly with Tony at Newark | element14 (Division of Premier Farnell PLC)

"Extremely competent, reliable guy who really knows his onions and writes well."

— **Nick Batzdorf**, was Tony's client

"Tony is a dedicated professional with a very likeable on-air personality as a radio announcer. He was also very helpful in sharing his knowledge of the broadcasting business and was a pleasure to work with and talk to, both before we worked together and at the same company."

— **Frank Macek**, worked directly with Tony at WDOK

"Tony is a dedicated, reliable and, above all, talented on-air personality who gets the job done."

— **Marie Armenti**, worked with Tony at WDOK

"Tony always kept us abreast of the latest trends in audio equipment, which was a valuable asset during the time he worked for us. He was on time with his stories and articles, while giving us quality writing and knowledgeable information for our readers."

— **Mark Holan**, was Tony's client

"Tony came into a tough environment - interpreting technology into its human factors and writing about that on a daily basis - with style, patience, charm and wonderful skill. He was quick to adapt his skills to our needs and I'd like to feel that we're both the better for it."

— **Martin Winston**, managed Tony at Winston & Winston

"I could always count on Tony to deliver the goods - what he promised, when he promised it."

— **David Schwartz**, was Tony's client

"Tony, is very understanding of our business and supportive, we would've been lost had it not been for his great skills and implementation of various goals."

— **angel .Balestier**, was Tony's client

"In three words, "Tony always delivers. In today's world of un-kept promises and wanna-bes, Tony constantly stands out. As multi-skilled as he is, he remains the consummate professional, demonstrating a work ethic to be envied. He has the ability to work singularly, as writers often do, and work well with people. In addition to his considerable skills, his care about his work and his patience are to be noted. His assistance to me as a consultant to Stackhouse and Roseburr Advertising was invaluable. He helped make it possible for us to secure clients we may not have otherwise. Anita Stackhouse-Hite, VP, 23rd Street Records"

— **Anita Stackhouse-Hite**, was Tony's client

[Contact Tony on LinkedIn](#)