

# Thomas Elders

Digital design, development, art direction & strategy.

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## Profile

*Kristian Kristiansen*  
*Former Head of*  
*International Marketing*  
*55DSL S.p.A*

Tom is a very capable manager, humble in his approach, with high technical understanding and capability. He has a good understanding of future trends and works this to his advantage in developing marketing projects in-line with our brand strategies.

*Richard Holley*  
*Interactive Marketing Art*  
*Director*  
*Diesel S.p.A*

Tom is someone for whom I hold very high regard, both as a colleague, and as an individual. He is a very bright guy, full of great ideas, and very knowledgeable in his area of expertise. He is professional and has a very astute and rational approach, complemented by an extremely creative approach and ability. He has a rare, broad and deep knowledge across all aspects of interactive marketing, design and technical production

*Jean Luc Battaglia*  
*CEO Sergio Tacchini*  
*Former CEO*  
*55DSL S.p.A*

Tom is a very passionate and dedicated person. I would define him a very “practical creative” person, able to fulfill the goal to create innovative marketing tools that were concrete, practical and easy to use and apply within our marketing strategy. His job was far more than simply creating and developing a website

## Experience

*2008 / Present*

**Geekery Industries Ltd** - Director

*2007 / 2008*

**Diesel S.p.a** - Digital Marketing Manager

*2005 / 2007*

**55DSL** - Digital Marketing Manager

*2003 / 2005*

**Outsideline** - Web Designer & Developer

## Education

*Doncaster College*

BTEC HND Graphic Design & Multimedia (Distinction)

BTEC National Diploma Graphic Design (Merit)

BTEC National Diploma Foundation Art (Merit)

A-Level Sculpture (A)

GCSE Photography (B)



# Skillsets

## Software

*Photoshop*  
*Illustrator*  
*InDesign*  
*Final Cut*  
*Motion*  
*X-Code*  
*Microsoft Office Suite*  
*Pages, Numbers, Keynote*

## Development

*HTML & CSS*  
*PHP*  
*Javascript / jQuery*  
*SQL Programing*  
*iPhone (Objective C)*

## Misc.

*Copywriting*  
*Video Production*  
*Motion Graphics*  
*Animation*

# References

Available on request

# Diesel

## Diesel Cult Loyalty Card Program



The loyalty program existed before I arrived at Diesel, but was suffering from a number of critical managerial, technical and logistical issues that meant the program was not meeting its objectives and had become a major source of complaints both from Diesel employees and customers.

I was required to use my technical experience and organizational skills to get the program up to speed, without taking it off line. The following actions were taken:

- The loyalty card manufacture and distribution was moved from Madrid to Milan.
- The Customer Service center was moved from Barcelona to Milan.
- In collaboration with the retail operations department, comprehensive training for the customer service operatives was implemented.
- New, clearer guidelines and manuals were created for retail staff, retail operations teams and marketing teams.
- The benefits and rewards of the program were restructured with a lot of input coming from individual store staff from various countries.
- A complete rebuild of the database to repair a significant amount of data loss and data duplication issues that had plagued the program.
- Several different 'User' tables and databases were consolidated into one database to combine cult card holders, web users and people who had registered with Diesel through various other projects.
- A new web tool was created to be used at POS for program enrollment.
- A new Cult Card web front-end was created at Diesel.com.
- Upgrading of the Retail Pro database system used by Diesel retail stores and concessions throughout the world, through which a customer's purchases were tracked.
- Bespoke measurement tools were created to monitor the program's performance.

Once the Cult Card program was functioning as expected, a 'Cult Card' competition for retail staff was launched to drive enrollment into the program with support from retail operations.



# Diesel

Diesel U Music



Diesel U Music has always been a hugely successful project for Diesel, but had changed little its initial launch and was competing against several other projects of the same kind from other companies which had launched in recent years.

I focused on improving the projects community, increasing the amount of content the it generated and strengthening the association between Diesel U Music and the Diesel brand in consumers minds.

To improve the community, tools were created to help bands connect with regular users to create fans. Resources were also collected help bands manage themselves with interviews from record label executives, successful performers, band managers, tour managers, producers and music industry legal experts.

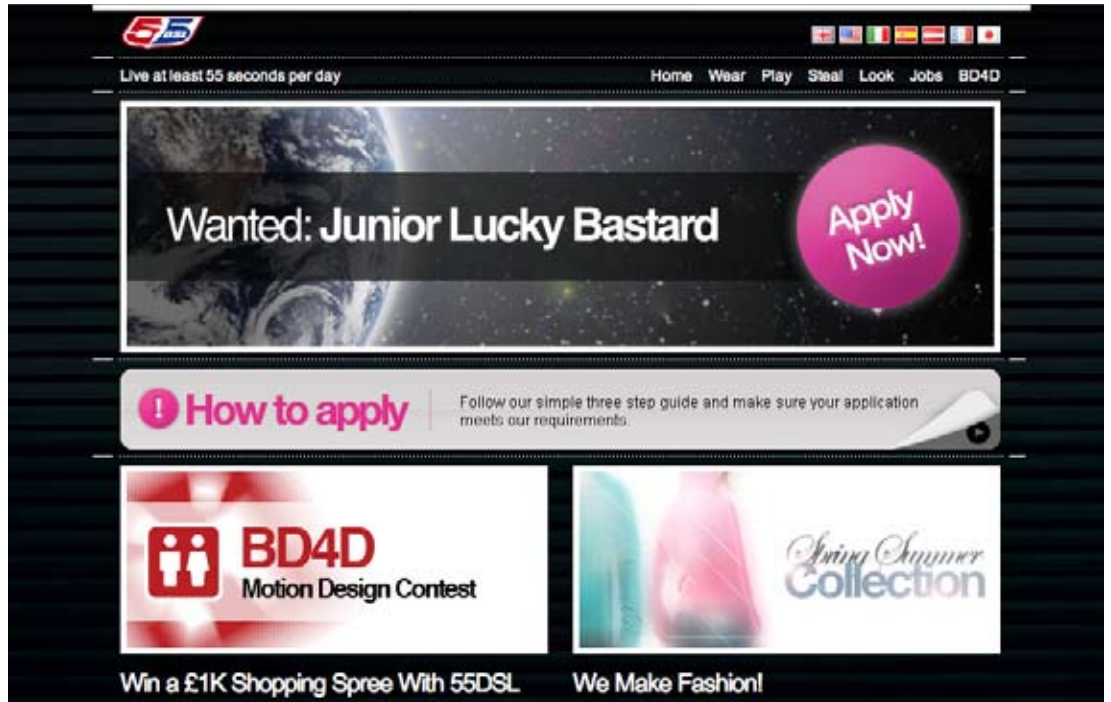
The program was also extended from six months to a full year. The process of selecting winning acts was changed from a panel of industry judges and put to public vote. Winning acts were rewarded with a six month world tour which generates continuous content for Diesel.com and provides local marketing teams with much more press coverage and more events.

Podcasts and streaming radio were added to Diesel.com and Diesel became the first non broadcasting company in the UK to be granted a radio broadcast license.

The project and its community was also made available to support other actions and departments. Diesels 30th Anniversary celebrations included world wide performances by Diesel U Music acts. Artists were invited to perform at as many Diesel events as possible and were also given the opportunity to perform in-store gigs. Diesel continues to use talent from the community wherever and whenever it needs to use music.

# 55DSL

www.55dsl.com



I personally rebuilt 55DSL.com from the ground up with a strong focus on web standards using compliant HTML & CSS. The back end was developed using PHP / MySQL. Previous versions of 55DSL.com had been developed exclusively in Flash, which resulted in poor usability and poor measurement options. Several key advantages of the website were

- Unrestricted technical and content control
- Improved SEO
- Better metrics and bespoke measurement opportunities
- Improved usability and a faster web experience
- Improved content syndication
- Localization

Within 3 months of launching, monthly visitor stats had increased 1000% from 8000 to 80,000. The returning visitor rate grew to around 45% as a direct result of targeted 'community building' actions and a strong focus on original content.

There had previously been no referral activity from other websites and blogs, while referrals from search engines were negligible. Within a couple of weeks, 60% of our traffic was being generated through these channels.



# 55DSL

## Junior Lucky Bastards



Three key focal points of the 55DSL digital marketing strategy were:

- Create unique content for 55DSL.com, that could also be syndicated through other websites, blogs and printed publications.
- Create projects that could be rolled out through other marketing channels.
- Create projects that would require strong involvement from the local marketing teams.

To meet these objectives, I proposed the Junior Lucky Bastards project, in which two people were selected to travel the world, looking for exciting and interesting things to do in order to support 55DSL's slogan: "Live at least 55 Seconds per day".

The role of JLB became an actual job inside the specially created "Kick Ass Department". This avoided the legal complications of hosting a worldwide competition, whilst at the same time opening up new marketing channels such as Employment Websites, Colleges, Universities and job fairs.

Video, photo and editorial content was generated by the successful JLB applicants before, during and after their travels. Content for 55DSL.com was also generated in the application phase, where visitors could comment on and support individual application videos.

The project garnered an unprecedented amount of editorial and media coverage, including a free double page spread in the Sun Newspaper and several worldwide TV appearances by the JLBs, including a live interview on MTV.

The project also attracted the support of several other companies including Redbull, Nokia, BMW, American Express, Dakine and Gibson Guitars.

The JLB project has been 55DSL's most successful marketing action to date, and the second most successful action in Diesel's history in terms of return on investment.



# 55DSL

EA Games / Need For Speed Carbon  
In-Game Branding



55DSL was approached by EA Games with an offer to purchase in game branding in their latest installment of the Need For Speed franchise. There was insufficient budget to cover the cost so I proposed a coordinated launch initiative that would give EA Games access to 55DSLs global marketing teams, retail channels and manufacturing resources to create merchandise for the game. In return they would provide us with in-game exposure, joint editorial coverage and a 55DSL presence at Need For Speed events such as CES, The MTV Awards and several major summer music festivals around europe.

A special Need For Speed area was created on 55DSL.com which included a Need For Speed game/competition, downloadable content, behind the scenes videos, exclusive interviews and development news. The behind the scenes videos generated a unexpected spike of more than 100,000 new visitors on the day of publication.

We also created a 55DSL/Need For Speed VIP press pack, a pre order pack, Need For Speed tees and accessories and a small collection of 55DSL items to be featured exclusively in the game.