

Thomas Nordstrom The FINNisher

Tel : 949-241-3356

E-mail : thomas@thefinnisher.com

Web site : www.thefinnisher.com

Portfolio : www.thefinnisher.com/career

PROFILE

A self motivated, results-oriented individual with over 8 years of Web Development, IT, Managerial and Freelance experience in Sports Business and New Media. Entrepreneur, problem solver, with outstanding communication skills in several languages.

EDUCATION

Aug. 2005

Master of Arts, Sport Management

California State University, Long Beach, CA

Final Project: *Sports medium distribution in retrospect and prospect*

Dec. 2001

Bachelor of Arts, Contract Major

Lindsey Wilson College, Columbia, KY

EXPERIENCE

Dec. 2008 - Present

Manager of Information Services and Operations

Roy Englebrecht Promotions, Newport Beach, CA

- Develop, maintain and update interactive websites for boxing and martial arts events.
- Program graphical user interface (GUI) and content management for fight statistics and events scheduling.
- Devise avenues for creating additional revenue via new media such as video streaming, podcasting and online merchandising.
- Coordinate sponsorship programs, event staffing and assist with ticket sales.

Jun. 2006 – Nov. 2008

Founder and CEO

eDROT, Espoo, Finland

- Established a web development company that specialized in Content Management Systems and web solutions for sport organizations.
- Developed sport specific modules / plugins / widgets for niche sport organizations.
- Wrote PHP split large XML file routine. Re-factored PHP code to allow for 50,000+ products upload and synchronization between local MS Access and remote MySQL database.
- Programmed AJAX multi-file upload management interface.
- Clients included: *Hybrex Golf, Titus Bicycles, California State University, Plurabelle Books*

Aug. 2005 – May 2006

Freelance Contractor

- Designed and maintained multiple web sites for various industries.
- Created standards-compliant XHTML designs and layouts utilizing Cascading Style Sheets (CSS), PHP server-side language, MySQL database, Javascript and AJAX.
- Customized open source shopping carts and payment gateways / merchant accounts.
- Clients included: *MaxM Components, Dance for Kids, Redondo Beach Café, CKHaul.*

Sep. 2004 – Dec. 2004

Web Developer

Long Beach Jam (ABA Basketball), Long Beach, CA

- Developed and designed the team's official web site.
- Implemented a Content Management System (CMS) that included online merchandise, basketball statistics, sponsorship, advertising, forum and more.

Oct. 2003 – May 2004

Web Developer / Sport Marketing Manager

California Race Services, Pirelli Motorcycle Tire W. Coast Race Distributor, Huntington Beach, CA

- Developed e-commerce website, advanced shipping logistics and sponsorship program.
- In charge of printed advertising, online marketing and search engine optimization.

Feb. 2002 – May 2006

Co-founder / Web Developer / Program Outreach Coordinator

FlagstaffBiking.org, Flagstaff, AZ

- Co-founded non-profit organization and developed community focused web site.
- Assisted with special events and advocacy programs.

COMPUTER SKILLS

Technologies: PHP, MySQL, Search Engine Optimization (SEO), XML, JavaScript, XHTML, HTML, CSS, Graphic Design and Photo Editing. **Environment:** Apache Web Server, Unix, Linux, Windows **Applications:** Dreamweaver, Fireworks, Flash, Acrobat, Photoshop, Illustrator, InDesign, Microsoft Office, SPSS Statistics. **Open Source:** XOOPS, osCommerce Shopping Cart, Wordpress, Drupal.

LANGUAGE SKILLS

Fluent in English, Swedish and Finnish; general proficiency in German.

Thomas Nordstrom

RESUME APPENDIX

PROFILE:

A self motivated, results-oriented individual with over 8 years of Web Development, IT, Managerial and Freelance experience in Sports Business and New Media. Entrepreneur, problem solver, with outstanding communication skills in several languages.

About Thomas



at age 2 a passion for sports was born

Growing up in Finland, **Thomas Nordstrom** took his first "cross-country ski trip" on the living room floor - and at age 2 a passion for sports was born. "I insisted on trying my first skis; despite the lack of snow". This dedication ultimately allowed him to reach national level in cross country skiing and **professional level** in mountain biking. Given his heritage his motto - to always complete - he earned the **nickname "TheFinnisher"**. Intrigued by the business side of sports he completed his postgraduate studies obtaining a **Masters Degree in**

Sport Management at California State University, Long Beach. For the past eight years Thomas has been a successful **freelance website developer** and **business entrepreneur** focusing on helping sports-related organizations maximize their on-line impacts. He is currently working as the **Manager of Information Services and Operations** for an events promotion company in Newport Beach, California. To learn more about Thomas, please visit his website:

<http://www.thefinnisher.com>

The **FINN**isher

CAREER HIGHLIGHTS

Manager of Information Services and Operations

Roy Englebrecht Promotions, Newport Beach, CA



Screenshot of the Battle in the Ballroom web site.

- Designed interactive website for boxing and martial arts event promotion company.
- Website constructed as a Content Management System and front-end validated XHTML 1.0 Strict according to W3C.
- Dual theme solution for the two different fighting disciplines with easy toggle / switch.
- Integrated image slideshow to home page. Modified AJAX slideshow to output images from designated private photo gallery.

- Programmed graphical user interface (GUI) to manage events schedule, series, bouts, fighters and fight statistics.
- Programmed module to manage sponsors, links and content based on the two different themes.
- Front-side menu buttons server-side generated by PHP GD according to database topics.



Screenshot of Event Scheduling UI in the Administration Panel

Founder and CEO

eDROT, Espoo, Finland



- Established a web development company that specialized in Content Management Systems and web solutions for sport organizations.

Project highlights included:

1. Hybrex Golf, Phoenix, AZ

- Developed E-commerce site that featured article and dealers administration. System also included ability to set unique dealer and consumer pricing.
- Integrated flash video component immediately following victory at British Open.



Screenshot of Hybrex Golf website

2. Graduate Program of Sport Management at California State University, Long Beach, CA

- Developed website and advanced content management that conformed to the strict guidelines of the California State University template.
- Programmed electronic newsletter module and AJAX multi-file upload interface.

3. Plurabelle Books Ltd., Cambridge, United Kingdom

- Wrote PHP split large XML file routine. Re-factored PHP code to allow for 50,000+ products upload and synchronization between local MS Access and remote MySQL database.

Freelance Contractor

- Designed and maintained multiple web sites for various industries.
- Customized open source shopping carts and payment gateways / merchant accounts.
- For a complete list of clients and projects please visit:

http://www.thefinnisher.com/career/web_design.php

Web Developer

Long Beach Jam (ABA Basketball), Long Beach, CA

- Contracted to create NBA caliber Content Management System (CMS) web site.
- Programmed capability for organization to publish everything from fan news to detailed players stats and box scores.
- Designed layout that prominently promoted sponsors and advertisers.
- Trained staff to successfully maintain the web site. Consulted and supported staff on demand.
- Installed wireless network and maintained computers.
- Designed Outlook HTML e-mail template.



Screenshot of Long Beach Jam web site

Web Developer / Sport Marketing Manager

California Race Services, Pirelli Motorcycle Tire W. Coast Race Distributor, Huntington Beach, CA



Print advertising displayed in SuperMoto Magazine

- Developed E-Commerce site for niche sports organization.
- Invented shipping logistics. Dynamic combination of online race events calendar and order pickup at race site.
- Search Engine Optimization (SEO) that put organization's products systematically at top 10 on Google, often surpassing the Pirelli manufacturer.
- Programmed online sponsorship pricing for supported riders.
- Responsible for printed advertising.

Linkpoint / osCommerce

Project that empowers hundreds of e-commerce stores world-wide



Co-developed a payment gateway module for the popular open source shopping cart osCommerce. The module communicates with Linkpoint's API and services are sold by Cardservice International.

Masters of Arts in Sport Management

Final Project: Sports Medium Distribution in Retrospect and Prospect

- The purpose of the study was to determine sports fans' consumption patterns via sports mediums such as: TV, cable, HDTV, Web, new digital media, and combined alternatives.
- Exploratory study that gathered data through a custom programmed online survey.
- SPSS statistics program was used to compile statistical results.

Learn more by visiting:

<http://www.thefinnisher.com/capstone>



NORDSTROM 2005

Flagstaff Biking Organization

- Co-founded non-profit bicycling organization.
- Developed community focused web site.
- Assisted with special events and advocacy programs.
- Recruited new members and increased online newsletter subscribers.
- Volunteered time to improve trail network.



Professional Biking Career



My experience as a pro athlete translates to "real-life" business

- Sponsorship contract negotiation and sponsor representation experience.
- Appearances on TV and radio and other spokesperson roles.
- Extensive travel experience. Ability to relate and communicate well due to multi-lingual and multi-cultural background.
- Sports industry network equipped.
- Great understanding of grassroots sponsorships and cross-promotional marketing.
- Mountain biking collegiate scholarship recipient and collegiate sports experience.

CONTACT INFORMATION

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