

## **John Toner, CLVS**

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I am a technology oriented professional, with a record of achievement in the legal field. Being an expert in the implementation of state of the art technology solutions has enabled me to successfully launch divisions and new companies have supported law firms all over the state. Currently I am looking for the right firm that can utilize my unique combination of software skills, marketing experience, excellent education, training and technical knowledge to impact their bottom line.

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### **MARKETABLE SERVICES**

- Trial presentation with extensive "hot seat" experience
- Expert in software solutions for office management, document management, graphic design, video editing, and more.
- Project management on tight deadlines
- Computer graphic designer for numerous formats, including 3D animation
- Web design including HTML and CSS
- Video recording and editing
- Business development; sales, marketing, public relations
- Writing marketing copy for print media and web sites
- Seminar presentations
- Sales presentations
- Consultative selling skills
- Marketing events and trade shows
- Market research and analysis
- Social media marketing & SEO

### **PROFESSIONAL EXPERIENCE (2003 - Present)**

#### **PanEx Partners, LLC . (May 2013-Present)**

##### **Director Marketing and Technology**

Achieving all of my goals at Orange Legal, I moved on the PanEx Partners, LLC . to provide myself more flexibility and temporarily assist in all aspects of marketing and technology, while I pursue opportunities more in line with my long term career goals. Currently I assist in:

- Gaining additional website traffic through managing SEO and PPC campaigns for PanEx Partners, LLC .
- Managing CoastalStrategies.com edits and email hosting for firm and international B2B site [www.PanExProducts.com](http://www.PanExProducts.com).
- Creating brochures and other marketing materials for firm and clients involving direct email marketing campaigns.

#### **Orange Legal, Inc. (Dec 2009 - May 2013)**

##### **Director of Litigation Support**

The statewide firm Orange Legal engaged me to establish, market, and manage the new Trial Technology division. I successfully accomplished that objective, and supported law firms all over the state with their exhibit graphic design, ediscovery and litigation support needs. Orange Legal further retained me to market the entire firm via trade shows, creating printed marketing materials, marketing videos, performing SEO, conducting sales presentations, and educational CLE (Continuing Legal Education) seminars.

The achievement of these objectives involved strategies, tactics and action items planned and implemented including:

- Grew Orange Legal's client base by conducting professional sales presentations to law firms of various sizes.
- Assisted in winning trials for clients by providing Trial Technology services including: trial presentation, document management, legal video presentations, 3D animation and graphic design.
- Launched the now successful Trial Technology division by researching the current market conditions, developing and then implementing the marketing plan.
- Successfully ran the Tampa Video Department and Video Conferencing Center
- Contributed greatly to Orange Legal's bottom line by recording and producing over a hundred legal depositions.
- Researched and purchased a plethora of state of the art equipment for the A/V Division & the Tampa Mobile Video Studio
- Managed countless graphic design and multimedia projects from initiation to completion.
- Successfully managed the growth of the trial department; training others in state of the art technology.
- Worked with printers to negotiate rates and produce brochures, creative marketing materials, signs and more.
- Independently developed taught educational technology related CLE (Continuing Legal Education) seminars, approved by the Florida Bar, to attorneys across the state of Florida with audiences numbering in the hundreds.
- Created marketing materials, including brochures, websites, PowerPoint presentations, and more.
- Started and managed the social media efforts on Facebook, Twitter, LinkedIn, and YouTube.
- Created, wrote and managed the monthly newsletter called *The Orange Seed* that is distributed in the thousands.
- Wrote an ongoing series of technology related blogs for the professional industry.
- Promoted and grew the Orange Legal brand by attending trade shows and industry events to market the company.

## **United Country Florida Coastal Real Estate** (Dec 2007 - Nov 2009)

### **Marketing Coordinator**

Under my marketing efforts, UCFC Real Estate acquire \$200,000,000 worth of land listings within 2 years. I performed a wide variety of marketing roles with an exceptional level of professionalism, from research through implementation, including:

- Designed and published marketing material per research to address the needs of the prospective buyers.
- Conducted sales presentations to land developers and other potential buyers with brochures and graphics that he created.
- Used CRM software to track leads, conduct sales follow up, and close sales.

## **3D Witness** (Nov 2005 – Nov 2007)

### **Owner / Principal**

While attending the University of South Florida, I founded and managed **3D Witness, Inc.**, a Florida corporation. Here I designed websites and created 3D animation presentations for trial attorneys. Accomplishments included:

- Successfully managed website design and 3D animation projects for trial attorneys.
- Developed and implemented the business development plan with a detailed marketing strategy.
- Developed and wrote marketing collateral to support marketing strategies.
- Made cold calls, followed up with leads and closed sales.

## **TC International** (May 2003 – Oct 2005)

### **Marketing and Public Relations Assistant**

- Managed projects, designing websites and brochures.
- Executed strategic marketing messages through print and online formats.
- Assisted with public relation campaigns.

## **COMPUTER SOFTWARE SPECIALIZATIONS**

- Microsoft
  - Outlook (Email)
  - Excel (Spreadsheet)
  - Access (Data Base)
  - FrontPage (Web Design)
  - Word (Text Editor)
  - PowerPoint (Presentation)
- Adobe
  - Illustrator CS4 (Vector Based Graphic Design)
  - Photoshop CS5 (Photo Editing)
  - OnLocation CS4 (Video Recording)
  - Premiere CS5 (Video Editing)
  - Encore CS4 (DVD Publishing)
  - Acrobat X Pro (Document Management)
  - Fireworks CS4 (Graphic Design)
  - Adobe Flash Professional CS6 (Animation)
  - Dreamweaver CS4 (Web Design)
- Apple Final Cut Pro (Video Editing)
- inData
  - Trial Director (Trial Presentation)
  - TimelineXpress (Timeline Generation)
  - TimeCoder Pro (Video and Transcript Synchronization)
  - DepoView (Synchronized DVD Utility)
- LexisNexis
  - Sanction II.9 (Trial Presentation)
  - Concordance (Document Management)
  - TimeMap (Timeline Generation)
- Autodesk 3Ds Max (3D design)
- Eclipse IDE (Java Development)
- Android SDK (Android App Development)
- Salesforce (CRM)
- Sage ACT (CRM)
- Tweetdeck (Social Media)
- MailChimp (Email Newsletter)
- Survey Monkey (Survey and Polling)
- Reporter Base 8 (Office Management)

## **EDUCATION AND DEVELOPMENT**

- **BS – College of Business, Marketing Major**  
University of South Florida, 2008
- **CLVS - Certified Legal Video Specialist**  
National Court Reporting Association
- **FPM- Florida Professional Manager**  
National Court Reporting Association

## **PROFESSIONAL AND BUSINESS ASSOCIATIONS**

- Member of the NCRA (National Court Reporters Association)
- USF Sigma Chi Fraternity Alumni
- Member of the TBPA (Tampa Bay Paralegal Association)
- Have lectured at and regularly attend functions of the PAF (Paralegal Association of Florida)

## **REFERENCES AND LINKS**

- Created the marketing videos on Orange Legal's Youtube page.
  - <http://www.youtube.com/user/OrangeTrialTech>
- Example of the monthly newsletter Mr. Toner founded and wrote.
  - <http://eepurl.com/mk04X>
- Referenced by name many times for quality service on Orange Legal's Testimonials page.
  - <http://www.orangelegal.com/resources/testimonials/>