

TROY SOVICH

Clearwater, FL | 727.641.8267 | troysovich@gmail.com | portfolio: troysovich.com

CAREER SUMMARY:

Art Director / Graphic Designer / Senior Web and Print Designer with excellent project management skills resulting in consistent success steering multiple projects concurrently. Eighteen years' experience in Marketing and Advertising, encompassing art direction, graphic design, brand identity, responsive web design, print design, and animated sales presentations. Recognized by colleagues for being organized, self-motivated, and providing a positive user / customer experience.

SKILL SET:

Proficient in both PC and MAC platforms.

- InDesign (10+ yrs)
- WordPress (5 yrs)
- Photoshop (10+ yrs)
- Illustrator (10+ yrs)
- Dreamweaver (10+ yrs)
- Animate - Flash (10+ yrs)
- Sales Presentations (10+ yrs)
- Branding / Brand Management (10+ yrs)
- XD Experience Design (<1 yr)
- Project Management (10+ yrs)
- Premier Pro - video editing (3 yrs)
- After Effects - video effects (1 yr)
- PowerPoint (1 yr)
- Trello - workflow management (1 yr)

EXPERIENCE:

Freelance Services TroySovich.com - Clearwater, FL

Aug 2020 - Current

Graphic Design / Responsive Web & Print Design

Radius Marketing Group - Tampa, FL

May 2016 – July 2020 - Currently freelancing for Radius Marketing

Art Director / Senior Web & Print Designer

Art direction, corporate identity / brand management, responsive web design, animated sales presentations, video and traditional print design.

Freelance Services TroySovich.com - Clearwater, FL

Feb 2015 - May 2016

Graphic Design / Responsive Web & Print Design

Marketopia - St. Petersburg, FL

Aug 2014 – Feb 2015

Art Director / Senior Web & Print Designer

Responsible for responsive website development, collateral materials, and traditional print.

TradeWinds Island Resorts - St. Pete Beach, FL

Oct 2011 - Mar 2014

Graphic Designer / Art Director

Developed a wide range of print and digital creative for local and national ad campaigns promoting both TradeWinds Island Grand and Guy Harvey Outpost. Creative development included logo design, collateral materials, print ads, all property signage, digital displays throughout the resort. digital boulevard signage and vehicle / wave runner wraps. Designed static and animated graphics for TradeWinds presence within the Tropicana Field (Rays) and Amalie Arena (Lightning Hockey).

- Played the key role in the logo design and rebranding of TradeWinds Sandpiper Resort into the first Guy Harvey Outpost Resort in the USA.
- Met 100% print / publication ad deadlines
- Achieved Corporate Marketing Manager of the Month (2012)

Infinity Technology Solutions - Tampa, FL

Oct 2005 - Aug 2010

Art Director / Senior Web & Print Designer

Managed targeted marketing and advertising campaigns to promote Infinity and their client's services, including corporate identity / brand management, tag lines, collateral materials, catalogs, interactive sales presentations (Flash), website development / SEO, promotional products, vehicle wraps, and managed golf tournaments and Microsoft-sponsored events.

Media Alliance, Inc. - Clearwater, FL

Jul 2001 - Oct 2005

Art Director / Motion Graphic & Web Designer

Managed and led art direction of multi-media marketing packages (websites and interactive Flash sales presentations) ranging in value from \$12K to \$60K. Recorded / edited voiceovers and directed / produced green-screen video shoots. Selected and managed an outside staff of freelance website designers, copywriters, voice talent and actors for video shoots.

EDUCATION:

Eighteen years "Real World" experience in Advertising and Marketing. Attended College in a field not related to Advertising & Marketing.