

# TROY SOVICH

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## CAREER SUMMARY:

Graphic Designer / Senior Web and Print Designer with excellent project management skills resulting in consistent success steering multiple projects concurrently. Over ten years' experience in Marketing and Advertising, that encompasses art direction, corporate identity / brand management, responsive web design, print design, and animated sales presentations. Recognized by colleagues for being organized, self-motivated, with an inspired sense of creative design and providing a positive user experience.

## SKILL SET:

Proficient in both PC and MAC platforms.

- InDesign (10+ yrs)
- PhotoShop (10+ yrs)
- Illustrator (10+ yrs)
- Animate - Flash (10+ yrs)
- WordPress (5 yrs)
- Dreamweaver (10+ yrs)
- Xd Experience Design - wireframing (<1 yr)
- Premier - video production (3 yrs)
- After Effects - video effects (1 yr)
- Adobe Audition - music production (2 yrs)
- Trello - workflow management (1 yr)
- CSS (4 yrs)

## EXPERIENCE:

*Radius Marketing Group - Tampa, FL*

May 2016 – April 2020

**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 / Web & Print Designer**

*Marketopia - St. Petersburg, FL*

Aug 2014 - Feb 2015

**Art Director / Senior Web & Print Designer**

Within this shiny new startup, I crafted a 20 page proposal / booklet for use in conveying services to potential clients. Created responsive client website models, 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:**

Over ten years "Real World" experience in Advertising and Marketing.