

TROY SOVICH - RESUME

portfolio: troysovich.com

727.641.8267
Clearwater, FL 33756
troysovich@gmail.com

CAREER SUMMARY:

Senior Graphic / Web Designer with over ten years' experience in Marketing and Advertising, encompassing graphic design, art direction, branding, print collateral design, responsive web design, and sales presentations (interactive & animated).

SKILLSET HIGHLIGHTS:

Proficient in both PC and MAC platforms.

- InDesign (10+ yrs)
- Photoshop (10+ yrs)
- Illustrator (10+ yrs)
- WordPress (5 yrs)
- Dreamweaver (10+ yrs)
- Animate - Flash (10+ yrs)
- Sales Presentations (10+ yrs)
- Branding / Brand Management (10+ yrs)
- Wireframing & Prototyping - XD (1yr)
- Project Management End to End (10+ yrs)
- Video Editing / Production - Premier (3 yrs)
- Canva - Design Tool (<1yr)
- PowerPoint (1yr)
- Workflow Management (10+ yrs)

EXPERIENCE:

Graphic Designer

Innovative Foodservice Group - Tampa, FL - *Oct 2022 - December 2022 (3 Months)*

Graphic Designer

Direct Mail Systems - St. Petersburg, FL - *May 2022 - August 2022 (4 Months)*

Graphic Designer

Valor Fitness - Seminole, FL - *Nov 2021 - March 2022 (5 Months)*

Art direction, corporate identity / brand management, collateral materials (Catalogs, posters, sales sheets, postcards...), retail displays and social media ads (static & video).

Graphic Design / Responsive Web & Print Design

Freelance Services / TroySovich.com - Clearwater, FL - *Sept 2020 - Current*

Art Director / Senior Web & Print Designer

Radius Marketing Group - Tampa, FL - *April 2016 - Aug 2020 (4.5 years)*

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

Graphic Design / Responsive Web & Print Design

Freelance Services / TroySovich.com - Clearwater, FL - Feb 2015 – Current

Art Director / Senior Web & Print Designer

Marketopia - St. Petersburg, FL - June 2014 – Feb 2015 (9 months)

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

Graphic Designer / Art Director

TradeWinds Island Resorts - St. Pete Beach, FL - Oct 2011 – March 2014 (3 years)

Held the key role in Rebranding the TradeWinds Sandpiper Resort into the Guy Harvey Outpost Resort. Creative design including collateral materials, print ads (Met 100% print / publication ad deadlines), property signage, and digital displays / signage throughout the resort.

Art Director / Senior Web & Print Designer

Infinity Technology Solutions - Tampa, FL - Oct 2005 - Aug 2010 (5 years)

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.

Art Director / Motion Graphic & Web Designer

Media Alliance, Inc. - Clearwater, FL - July 2000 - Oct 2005 (5 years)

Managed and led art direction of multi-media marketing packages, including websites, interactive Flash sales presentations, recorded / edited voiceovers and directed / produced green-screen video shoots. Selected and managed an outside staff of voice talent and actors for video shoots.

EDUCATION:

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