

Troy Sovich

Portfolio: troysovich.com

Clearwater, Florida

727.641.8267 ■ troysovich@gmail.com

SKILLS

Design & Branding:

- Graphic Design
- Print & Digital Design
- Packaging & Display Design
- Branding & Rebranding
- Mock-Ups / Prototyping
- AI-assisted Ideation & Content Creation

Print, Digital & Web:

- Website Design & Management
- Social Media Ads (static, animated GIFs & video)
- Sales Presentations (static, animated & interactive)
- Video Production & Editing

Strategy & Workflow:

- Project Workflow Management (Concept to Implementation)
- Full Advertising & Design Support for Startups

TOOLS

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Premiere Pro
 - XD
 - Firefly
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- Figma (basics)
 - Microsoft PowerPoint
 - WordPress

EXPERIENCE

Graphic, Print & Senior Web Designer

Making Waves Advertising & Design (Freelance Services)
Clearwater, FL - 07/2023 - Current

Deliver end-to-end marketing and design for startups and small businesses, including print, targeted social media ads, website design, and interactive sales presentations.

Senior Web & Graphic Designer

Hydrus Connect - Clearwater, FL - 2/2023 - 6/2023

Created responsive websites, brand identity, logos, style guides, and social media ad campaigns.

Senior Graphic, Print & Web Designer

Direct Mail Systems - St. Petersburg, FL - 5/2022 - 8/2022

Designed personalized direct-mail pieces and incorporated variable data using XMPie to produce print-ready layouts.

Graphic Designer

Valor Fitness - Seminole, FL - 11/2021 - 3/2022

Designed high-impact print and digital marketing including the 2022 product catalog, retail displays, sales sheets, postcards, and animated social media ads.

Art Director / Senior Web & Print Designer


Radius Marketing Group - Tampa, FL - 4/2016 - 4/2021

Drove and executed brand and creative direction across responsive websites, animated sales presentations, print collateral, and social media video campaigns. Branded and launched two startups from the ground up.

Art Director / Senior Web & Print Designer

Marketopia - St. Petersburg, FL - 6/2014 - 2/2015

Built the visual foundation for this startup, creating its website and core sales materials including in-depth sales booklets.



Graphic Designer / Art Director

TradeWinds Island Beach Resorts - St. Pete Beach, FL - 8/2011 - 3/2014

Played the key role in rebranding TradeWinds Sandpiper Resort into the Guy Harvey Outpost Resort. Designed the new logo, collateral materials, property signage, and digital displays, consistently meeting 100% of print and publication deadlines.

Art Director / Senior Web & Print Designer

Infinity Technology Solutions - Tampa, FL - 10/2005 - 8/2010

Led integrated marketing and branding for Infinity and its clients across web, print, events, and digital presentations. Produced brand systems, sales collateral, Flash-based interactive presentations, SEO-driven websites, promotional campaigns, vehicle wraps, and Microsoft-sponsored event materials.

Art Director / Motion Graphic & Web Designer

Media Alliance, Inc. - Clearwater, FL - 7/2000 - 10/2005

Directed multimedia marketing projects including websites, Flash sales tools, motion graphics, and green-screen video productions. Managed voice talent, actors, and full video production from concept through final delivery.

EDUCATION & PROFESSIONAL DEVELOPMENT

High School Diploma; completed first year of college. Over 20 years of experience in advertising, marketing, and design. Continuously expanding skills through hands-on projects and LinkedIn Learning courses.



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Hello HelloNutra team,

I'm a senior graphic designer and video editor with 3+ years focused on paid social creative for DTC brands. I design and edit short-form, mobile-first ads—UGC, motion, and static—built around strong hooks, clean pacing, and performance testing.

I'm comfortable turning raw creator footage into polished, scroll-stopping ads, producing fast variations for testing, and using AI tools to speed ideation, iteration, and output—without losing brand consistency or taste.

HelloNutra's bright, lifestyle-driven approach to wellness is exactly the kind of brand I enjoy building for. I work quickly, take direction well, and ship creative that's ready to test and scale.

Best regards,
Troy