

TROY SOVICH

Online Portfolio:
troysovich.com

CONTACT

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Clearwater, Florida

SKILLS

Graphic Design
Print Design
Website Design
Project Management
Branding / Rebranding
Social Media Ads
(static, animated gif's & video)
Sales Presentations
(static, animated & interactive)
Video Production / Editing
Mock-Ups / Prototyping
Generative AI

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premier Pro
Adobe XD
Adobe Animate
WordPress (Responsive Design)
PowerPoint
Adobe Firefly
ChatGPT

RESUME

From advertising for Purple Tennis Shoes to playing the key role in the rebranding of a Beach Resort, my passion lies in delivering exceptional marketing solutions with a sharp emphasis on understanding the target audience and ensuring a positive customer experience.

EXPERIENCE

Graphic Designer / Responsive Web Designer

TroySovich.com - Clearwater, FL - 07/2023 - 04/2024

Created focused collateral materials, designed targeted social media ads, and developed responsive website designs.

Responsive Web Designer / Graphic Designer

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

Developed responsive website designs, developed comprehensive style guides, impactful logos, and captivating social media ads.

Graphic Designer

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

Print design and incorporated variable data tags for personalized direct mail campaigns.

Graphic Designer

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

Designed collateral materials such as the 2022 product catalog, posters, sales sheets, and postcards, as well as retail displays and created engaging and animated social media ads.

Art Director / Senior Web & Print Designer

Radius Marketing Group - Tampa, FL - 4/2016 - 8/2020

Art direction, maintained brand identity, designed responsive websites, animated sales presentations, collateral materials and social media video ads. In addition, branded and launched two startups featuring: Responsive website design, animated / interactive sales presentations, social media video ads and all supporting collateral materials.

Art Director / Senior Web & Print Designer

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

Played a key role in launching this startup by implementing a responsive website presence, and designing collateral materials, including extensive sales booklets.



EXPERIENCE - continued

Graphic Designer / Art Director

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

Played the key role in rebranding the TradeWinds Sandpiper Resort into the Guy Harvey Outpost Resort. Initiated with logo design, creative design efforts for collateral materials, met 100% of print / publication deadlines for print ads, designed and managed all property signage, and digital displays across the resort.

Art Director / Senior Web & Print Designer

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

Developed and executed precision-targeted marketing and advertising initiatives to elevate the visibility of Infinity and its clients. This encompassed a comprehensive range of services, such as corporate identity and brand management, creation of impactful taglines, production of collateral materials and sales booklets, development of interactive sales presentations using Flash, website development with a focus on SEO, introduced promotional product strategies, attention-grabbing vehicle wraps, and adept management of golf tournaments and events sponsored by Microsoft.

Art Director / Motion Graphic & Web Designer

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

Provided art direction for comprehensive multimedia marketing packages, encompassing websites, interactive Flash sales presentations, voiceovers (both recording and editing), and the supervision and production of green-screen video shoots. Additionally, curated and oversaw an external team of voice talent and actors for video shoots.

EDUCATION

High School Diploma, First-year of College, and over two decades of advertising and marketing experience. Currently, I am actively pursuing professional development through LinkedIn Learning classes.

