

TROY SOVICH

Online Portfolio:
troysovich.com

From advertising purple tennis shoes to rebranding a beach resort, I'm passionate about delivering standout design and advertising solutions. I focus on understanding the target audience and creating customer experiences that resonate at every touchpoint.

CONTACT

727.641.8267
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Clearwater, Florida

SKILLS

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

TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premier Pro
Adobe XD
Adobe Animate
PowerPoint
WordPress
Adobe Firefly
ChatGPT

EXPERIENCE

Graphic Designer / Print & Web Designer

Freelance Design Services - Part-Time

TroySovich.com - Clearwater, FL - 07/2020 - Current

Traditional print design, targeted social media ads, website design and sales presentations.

Web Designer / Graphic Designer

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

Developed responsive website designs, 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.

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 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.

