

CAREER SUMMARY:

Graphic, Print & Web Designer with over eighteen years' experience in Marketing and Advertising, encompassing graphic design, art direction, branding, rebranding, print collateral design, web design, social media ads and sales presentations (Static, Animated & Interactive).

SKILL SET HIGHLIGHTS:

Proficient in both PC and MAC platforms.

- Adobe Creative Cloud (10+ yrs)
- InDesign (10+ yrs)
- Photoshop (10+ yrs)
- Illustrator (10+ yrs)
- WordPress (9+ yrs)
- Dreamweaver (10+ yrs)
- Animate - Flash (10+ yrs)
- Generative AI (<1yr)
- Sales Presentations (10+ yrs)
- Brand Identity / Rebranding (10+ yrs)
- Video Editing / Production - Premier (3 yrs)
- Wireframing & Prototyping - XD (1yr)
- Social Media Ads (10+ yrs)
- Project Workflow Management (10+ yrs)

EXPERIENCE:

Responsive Web Designer / Graphic Designer

Hydrus Connect - Clearwater, FL - *Feb 2023 - Jun 2023 (5 Months)*

Responsive web and traditional print design.

Graphic Designer

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

Graphic Designer

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

Graphic Designer

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

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

Art Director / Senior Web & Print Designer

Radius Marketing Group - Tampa, FL - *Apr 2016 - Aug 2020 (4.5 years - Shut down by Covid)*

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 – Mar 2016

Art Director / Senior Web & Print Designer

Marketopia - St. Petersburg, FL - Jun 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 – Mar 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 - Jul 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 eighteen years "Real World" Marketing and Advertising experience.