



digital media studios

WEBSITE DESIGN ■ GRAPHIC DESIGN ■ MOTION DESIGN ■ PRESENTATIONS ■ ONLINE MARKETING

## COVER LETTER

TONY TRAVEIS

tony@impressiveimpact.com

impressiveimpact.com

954.342.6259

To: Executive Recruitment

Re: Managerial Career Placement in Visual Marketing Communications

Please allow me to introduce myself. My name is Tony Traveis. I am a professional technologist in Marketing Communications. I am seeking managerial career opportunities where the ideal position would involve coordinating all aspects of development and distribution of digital media and advertising among departmental teams responsible for enterprise websites, mobile applications, motion graphic presentations, social media campaigns, and publications, such as:

- Interactive Multimedia and Motion Graphics
- Senior Website and Graphic Designer
- UI/UX Design
- Digital Marketing Manager
- Social Media Manager
- SEO Specialist

Since 2007, I have been working as a web developer with Nova Southeastern University and recently completed a Masters in Fine Arts for Web Design with a 3.9 GPA on a 4.0 scale. I have a solid foundation in many software tools used for digital media and graphic design production as well as in-depth knowledge of computer networking and enterprise websites. I have been in charge of recruitment and management of creative talent including a 7 member team in a Visual Communications Department of a major law firm. I specialize in researching and utilizing state of the art visual communications techniques to meet strategic Corporate Branding and Marketing initiatives. If you are looking for a competitive, leading edge and improved credibility in online campaigns, I can provide the solution.

If given the opportunity to utilize my experience and skills for your company, I am confident that I can provide significant contributions and make a huge impact in the creative and production processes. I create, arrange, organize, and present design concepts that will exceed your expectations and provide a wealth of unforeseen utility. I invite you to read the following resume that illustrates my achievements, consistency, and level of commitment to excellence, but I believe my greatest contribution is yet to come as I begin to articulate what I learned in my Masters Degree!

BE SURE TO READ THE PROFESSIONAL PROFILE ON THE FOLLOWING ATTACHED RESUME. It is the least you should know!

Sincerely, and thank you for your time,

Tony Traveis



digital media studios

WEBSITE DESIGN ■ GRAPHIC DESIGN ■ MOTION DESIGN ■ PRESENTATIONS ■ ONLINE MARKETING

# RESUMÉ

## TONY TRAVEIS

tony@impressiveimpact.com

impressiveimpact.com

954.342.6259

## AWARDS & PUBLICATIONS

**UNITED STATES AIR FORCE**  
Certificate of Achievement

**DELTA EPSILON IOTA**  
Academic Honor Society

**WEMERGE MAGAZINE**  
Published artwork:  
“Bohemian Blast” poster

## PROFESSIONAL PROFILE

The purpose of this Professional Profile section is to summarize this entire resume and provide the least you should know when considering my candidacy for career opportunities.

My career objective is to be a visionary and excel in the field of Digital Media, UI/UX Design, Graphic & Web Design, as well as Digital Marketing in a technical yet creative environment using technology for pre-and-post production of websites, mobile applications, digital marketing, social media campaigns, search engine optimization, online training, publications, animations, simulations, motion graphics, video compositing, and entertainment media. I am a flexible, multi-talented technologist capable of managing all aspects of enterprise marketing communications online and in print.

Masters in Fine Arts in Web Design. Bachelor of Science in Management. Associate of Arts in Digital Media and Graphic Design. Certified Microsoft MCSE, Microsoft MCDBA, Novell CNE, and CompTIA A+. Fluent with many pro audio/video devices and software used in video production, music composition, sound design, animation, and multimedia. Capable of supporting the design, implementation, troubleshooting, and administration of Web Sites and Digital Media Projects. Have managed a team of 7 in a Visual Communications Department.

Extensive training in Business Management, Sales, Marketing, and Customer Service. Highly self-motivated, goal oriented, organized, and efficient. Successful and seasoned at challenging work environments requiring quick problem solving and decision making skills with attention to details. Excellent analytical skills including project management. Experienced instructor, leader, and presenter capable of adapting verbal skills to any audience. Self-Starter for learning new technologies – I consider myself a professional student because I love learning.

Salary Requirements: \$39-\$65/hr, 85K/year and above

## EDUCATION

### DIGITAL MEDIA ARTS COLLEGE

Boca Raton, Florida 2009 - 2014

Masters in Fine Arts, Website Design (3.9 GPA, Summa Cum Laude)

### DAYTONA BEACH COMMUNITY COLLEGE

Daytona, Florida 2000 - 2003

Associates Degree in Digital Media and Graphic Design

### AUBURN UNIVERSITY

Auburn, Alabama 1989-1994

Bachelor of Science in Aviation Management: Minor Music Performance

- United States Air Force Academy Nominations:  
Senator Richard Shelby & Congressman Sonny Callahan
- Commercial Instrument Pilot, Single Engine Land

## SOFTWARE SKILLS & CERTIFICATIONS

### Adobe Creative Suite:

After Effects, Audition, Director, Dreamweaver, Edge, Flash, Fireworks, Illustrator, InDesign, Muse, Photoshop, Premiere

### Digital Media Applications:

Ableton Live, Camtasia, Cinema 4D, Digital Juice, Mocha, Sony Vegas Pro, Sony Acid Pro, SoundForge, Video Copilot - Element 3D

### Website Analysis, Marketing, Social Media:

Facebook Marketing, Google Analytics, Google AdWords, Google Webmaster Tools, LinkedIn, Twitter, YouTube Channels

### Programming, Development & Content Management:

HTML 5, CSS3, XML, JQuery, JQuery Mobile, iBook Author, PhoneGap, Xcode, Joomla, SharePoint, WordPress

### Office Productivity & Project Management:

Evernote, Microsoft Office, Producteev, Symphonical, Trello

### Certifications:

CompTIA A+ Certified, Microsoft MCSE, Microsoft MCDBA, Novell CNE, PictureTel CVE

## EXPERIENCE & ACHIEVEMENTS

### NOVA SOUTHEASTERN UNIVERSITY | Web Developer

Davie, Florida September 4, 2007 – present

Collaborated directly with faculty and staff to produce and maintain a variety of online resources provided by the College. Most job duties focused on creating and updating content for the College's website, student catalog, and in-house graphic design.

#### Achievements:

- Implemented new technology to format database reports for mobile devices
- Designed new website interface and theme for the Division of Performing Arts
- Authored visually stunning PowerPoint presentations for the Office of the Dean

### NATIONAL DIGITAL SYSTEMS & GRAPHICS | Manager, Visual Communications

Fort Lauderdale, Florida December 14, 2004 – March 24, 2005

Hired by Mager Law Group to startup their Graphics Department responsible for producing all their courtroom visual aids as well as in-house graphics, presentations, and web design. Coordinated everything from Team & Corporate Meetings, Employee Reviews, Project Schedules, Client & Contractor Relations, Production Coordination, Inventory, Recruiting & Hiring, Policies & Procedures, Training, Time sheets, and much more.

#### Achievements:

- Recruited and hired 7 designers and managed all aspect of project production while working closely with upper level management. Established a new corporation from leading the department
- Established a production staging area with all the tools of the trade for the Graphic Designers to finalize their projects. Maximized production capabilities
- Built the web interface and graphics for a premier, world class online web application called Report One Way from ROW Systems

### AERONAUTICAL RADIO INCORPORATED | Senior Staff Analyst, Web Designer

Warner Robins, Georgia March 1, 2004 – July 21, 2004

Performed duties of an information technology and digital media specialists in the development, deployment, and production support of web based applications, computer based training, database administration, and computer networking administration.

#### Achievements:

- Designed and developed a deluxe PowerPoint Presentation used by the CEO for his speech at the annual Air Force Symposium on Aircraft Aging and Air Defense. Captured the audience's attention by professionally illustrating concepts. Establish our company's credibility as being the authority on the topic and the best choice in choosing a solution provider

### DAYTONA BEACH COMMUNITY COLLEGE | Adjunct Instructor – Visual Arts Department

Daytona, Florida 2003 – Short Term, 4 Month Contract Engagement, Fall Semester

While in his last semester of classes, was asked to teach one of the most challenging courses in the Digital Media Degree curriculum – Multimedia Authoring 2 with Macromedia DirectorMX and LINGO. Recommended for the position by the former instructor.