

PROFESSIONAL PROFILE AND STRENGTHS

Over 25 years of experience in brand building - highly skilled in web development, photography, videography, UI design, graphic design, audio engineering, and traditional art. Experienced in leading projects for universities, corporations, government agencies, retail and nonprofits. Adept at solving complex production and design problems, partnering with stakeholders, and translating technical concepts into understandable terms.

- Solves complex development & design problems using extensive experience & best practices with current technologies.
- Collaborates with stakeholders defining project vision & scope, then develop/execute strategic approaches for success.
- Excellent communication skills; builds confidence and trust by translating technical concepts into understandable terms.

EXPERIENCE

Director of Digital Media / Senior Web Developer

2012-Present Simpatico Design Studio, LLC., Fredericksburg, VA

- Manage development of client websites and custom web applications.
- Manage team of freelance programmers.
- Point of Contact (POC) for clients with advanced web development projects.
- Built and supervised a large SaaS app with a focus on API development.
- Manage the development of iOS and Android mobile apps.
- Oversee social media ad campaigns and maintain clients' websites and social media.
- Conduct client photoshoots for various marketing purposes.

Senior Multimedia Consultant

2012-2021 JPI, Inc., Fredericksburg, VA

- Led client meetings from project conception to launch.
- Specialized in custom PHP and MySQL database development, particularly for Drupal.
- Developed SCORM & 508 compliant learning modules using AJAX and XML.
- Edited video, motion graphics, and recorded voice-overs for various digital media.
- Designed graphics and illustrations for diverse marketing materials.
- Primary clients included U.S. Government and military organizations.

Creative Director

2005 - 2019 Salem Fields Community Church, Fredericksburg, VA

- Produced, filmed, and edited videos for branding, documentaries, and advertising.
- Managed the nonprofit's brand across all media channels.
- Developed an online streaming platform for live events.
- Led a CRM data migration project, saving \$10,000 annually.
- Developed & executed a marketing strategy & collateral for capital campaign raising pledges totaling over \$1M.
- Managed the nonprofit's website and social media.
- Directed multiple website redesigns and launched a mobile app.
- Recruited and managed a team of 30+ production and communications staff.
- Managed both Production and Communications budgets and staff.
- Directed all A/V/L elements for various events and renovations.
- Installed a multimillion-dollar A/V/L system and enterprise Wi-Fi network.

Web Applications Director

2003 - 2005 Digital Dog Design, Inc., Nashville, TN

- Defined project scope and elevated client brands.
- Managed a multidisciplinary team to develop enterprise web applications.
- Clients included Vanderbilt Children's Hospital, United Methodist Communications, Discover Card, and Tennessee State University.

Concert Production Manager

1989 - 2005 Steve Wariner, Clint Black, Lonestar, Bryan White, Steppenwolf and others

- Managed tour budgets, logistics, and equipment for North American and international tours.
- Coordinated appearances on national TV shows.
- Created tour branding and secure web-based itineraries.
- Designed stage sets and implemented technical improvements.

EDUCATION

- New Horizons IT Center, Web Programming & Database Certification, Nashville, TN
- Trevecca Nazarene University, Music Business and Marketing, Nashville, TN

STRENGTHS AND SKILLS

- Strong team and client collaboration.
- Experienced photographer and videographer with in-depth technical knowledge and creative talent.
- Fluent in PHP, HTML, JavaScript, CSS, XML, SQL, and API integrations
- Vast development experience with WordPress, Shopify, Squarespace, Webflow and Drupal.
- Experienced live event producer and audio engineer.

PERSONAL NOTES

- Hobbies: photography, woodworking, lutherie and learning new technologies.
- Extensive world travel including the U.S., Canada, Europe, South & Central America, Asia, Africa, India, and summited Mount Saint Helens.