

...IT'S ABOUT TYTME

a brief history of...

*Comfort zone?
What the heck is
that?*

Web

*design, UX/UI,
code, content,
social media,
marketing*

Video

*pre- to post-
production*

Words

*feature, news,
web, copy, technical
writing & editing*



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ItsAboutTyme.com

Tyme

PH: 800-450-8963 (M)

JobApplicant@ItsAboutTyme.com ~ ItsAboutTyme.com

DIGITAL MEDIA SPECIALIST

OBJECTIVE: To be productive always, to be challenged regularly, and to laugh often.

EDUCATION:

Degree in *Environmental Law & Policy / Communications* (University of North Carolina at Chapel Hill)

Degree in *Mass Communications / Journalism* (LSSC); photography / photo editor scholarship

Degree in *Digital Media; Human Interaction Design* (Valencia College) [pending]

EXPERIENCE OVERVIEW:

More than 10 years of media work experience, including (overlap) but not limited to:

10+ years as a **journalist, technical writer & editor, copywriter & copy editor**

10+ years as **video producer, videographer, video editor**

10+ years as **web designer / developer; web manager; content producer; social media manager; digital marketing**

WORK HISTORY:

2008 – present: No Pun Productions

Digital Media Producer; Digital Media Manager; Web Designer; Web Developer; UI/UX/IxD Architect; Web Manager; Social Media Coordinator; Digital Marketing Strategist; SEO/SEM/PPC Specialist; Content Strategist, Content Producer; Video Producer, Videographer, Video Editor; Photographer; Photo Editor; Communications Specialist; Writer, Editor; Copywriter; Copy Editor; E-Learning / Training Specialist; Multimedia Specialist; Project Manager

See detailed experience and skills in next section, after Example Projects.

EXAMPLE PROJECTS (Contract Work):

ROLES: Web Designer / Developer; Web Manager; Project Manager (Drupal 6/7/8; WordPress)

CLIENT: **E-Quip Africa** (E-QuipAfrica.org)

ROLES: Web Designer / Developer; Web Manager / Webmaster (WordPress, Sharepoint); Project Manager

CLIENT: Local, State governmental agencies

ROLES: Web Developer / Themer; Web Manager (WordPress); SEO/SEM/PPC Specialist; Digital Marketing

CLIENT: **Akilah Institute for Women** (NPO)

ROLES: Web Designer / Developer (Drupal 7) - rapid prototyping

CLIENT: **Georgia Institute of Technology (GIT)**

ROLES: Web Services Manager; Graphic Artist; Web Content Producer; Streaming Ads Manager

CLIENT: Radio stations

ROLES: Communications Manager; Web Designer / Developer; UI/UX/IxD Designer; Project Manager (XHTML, ASP; Drupal 6/7); Website Administrator; Digital Marketing Manager; Social Media Manager; Web Content Producer; Technical Writer, Technical Editor, Researcher

CLIENT: **Mid-Atlantic Technology & Environmental Research, Inc.**

ROLES: Sitebuilder (Joomla) - websites migration
CLIENT: **University of Alabama Birmingham (UAB)**

ROLES: Web Developer; Web Manager (Drupal 6); UI/UX Architect; Website Administrator
CLIENT: **Overseas Press Club of America** (NPO)

ROLES: Website Administrator (Drupal 5/6)
CLIENT: **Braille Institute of America / 2B Communications, Inc.** (NPO)
(BrailleInstitute.org & InstitutoBraille.org)

ROLE: Web Content Producer; Features Writer; Blog Writer
CLIENT: **Internet.com / JupiterMedia (QuinStreet)**

ROLES: Communications Manager; Web Designer, Web Developer; Web Manager; Webmaster; Web Content Producer, Content Strategist; Social Media Manager; Digital Marketing Manager; Project Manager; Graphic Artist; Video Producer / Videographer / Video Editor
CLIENT: **Allen & Arcadier, P.A.** law firm

ROLES: Web Content Producer; Web Content Editor; Content Curator; On-Demand Video Content Producer; Video Producer, Videographer, Video Editor; Photographer; Photo Editor
CLIENT: **Bright House Networks** (a Time-Warner company), **"About Central Florida" web portal**

ROLE: Digital Media Manager / Channel Manager; Community Manager (TheCounter.com and TheGuestBook.com)
CLIENT: **Internet.com LLC**

ROLES: Web Designer, Web Developer; UI/UX Designer; Web Services Manager; Web Content Producer, Content Strategist; Webmaster; Graphic Artist; Photo Editor; Project Manager
CLIENT: **Brunswick County Government Online**

Clients of other, repeat projects have included but have not been limited to:

- ❖ The Walt Disney Company
- ❖ Universal Studios
- ❖ Campus Crusade for Christ
- ❖ City of Bolivia Springs
- ❖ Rose Spice / Wagner Gourmet Foods
- ❖ Allegro Multimedia (d/b/a Allegro Rainbow)

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~ · WRITING and EDITING · ~

SKILLS and EXPERIENCE:

COPYWRITER / COPY EDITOR; WRITER / EDITOR (CREATIVE & TECHNICAL)

Research, interview sources, **write**, and **edit**. Projects have included, but have not been limited to, the following:

- feature magazine articles
- newspaper stories
- press releases
- brochure and ad copy
- product copy (packaging, catalog, ...)
- web content: features, news, blogs, e-newsletters, e-mail campaigns; SEM; social media (Facebook, Twitter, LinkedIn, Instagram, YouTube, G+, ...)
- print & electronic newsletters
- instruction manuals; product documentation
- corporate reports; due diligence reviews
- slide presentations
- legal briefs
- technical reports & proposals; white papers
- medical journal articles
- academic writing (including mock legal documents)
- feature film, television, commercial scripts
- e-learning & training material

Research using printed sources, the Internet, legal stacks, Lexis-Nexis, repositories/archives, etc.

Editing according to *AP Stylebook*, *Chicago Manual of Style*, *American Medical Association Manual of Style*, and other industry-specific style guides

Portfolio: See ItsAboutTyme.com for a few writing samples.

Clients have included, but have not been limited to: *Behind The Scenes Magazine* (national) | *Markee Magazine* (national) | *Trailer Boats Magazine* (national) | *Music Magazine* (local) | Eckler Industries | Wagner Gourmet Foods, Inc. | Mid-Atlantic Technology & Environmental Research, Inc. | Bright House Networks (Time-Warner) | QuinStreet (formerly JupiterMedia)

~ · WEB DEVELOPMENT · ~

Develop to current web (W3C, ISO, Schema.org) and accessibility (Section 508, WCAG, WAI) standards. Inclination towards dynamic internet and intranet sites – making good use of CSS, DHTML, ASP/PHP, XML, XSLT, databases, etc. Desire to support all "special needs" web browsers and non-PC web viewing devices that comply with web standards. (Samples available ItsAboutTyme.com.)

SKILLS:

HTML, DHTML, XHTML, HTML5
CSS; LESS, Sass
Javascript, JQuery; js libraries
XML, XSL / XSLT
ASP, VB Script; PHP
Microsoft SQL, Access
MySQL, MariaDB
W3C, ISO, WCAG, WAI, §508
UI / UX / IxD
responsive design; Bootstrap
project management tools
(Asana, Jira, BaseCamp, Trello, ...)
e-commerce

graphics; infographics
(Photoshop, Illustrator, InDesign...)
Flash / Action Scripting*
digital marketing, CRM
(Salesforce, Salsa, ...)
inbound marketing
(Hubspot certified)
SEO / SEM / PPC ads:
(Google Adwords certified)
+ tag management
+ web metrics / analytics
email marketing services (iContact,
Constant Contact, MailChimp, ...)

Dreamweaver; Adobe Acrobat
RSS feeds; streaming audio/video
Web 2.0 / Web 3.0 / Web 4.0
CMS (Drupal, WordPress, Joomla, AEM,
Sharepoint, ...)
social media (Facebook, Twitter, G+,
YouTube, Vimeo, Instagram, LinkedIn,
Pinterest, Tumblr, Reddit, Yelp, ...)
APIs (Google, Facebook, Twitter, ...)
FTP, SFTP, shell; DNS; SVN; GIT
cPanel, WHM, phpMyAdmin; *AMP stacks
e-Learning tools / LMS (D2L/Brightspace,
Articulate, SoftChalk, ...)

Typical duties include, but are not been limited to, the following:

- register and manage domain names, DNS
- configure and manage web hosting (e.g., LAMP, WAMP, XAMP; shell; WHM, cPanel)
- create the concept, design and develop digital products (e.g., websites, email campaigns, videos, PPC)
- test websites & mobile apps for UI/UX performance and visitor interaction (IxD) (e.g., A/B testing), and cross-browser / cross-device compatibility
- research, write, and produce content
- establish content strategy -- including manage social media
- script, produce, shoot, and edit web video content
- select & edit photographs and other graphic content
- write web content (e.g., social media, blogs, e-mail campaigns, SEM/PPC campaigns)
- create, edit, optimize graphics -- including banners, ads, promotional images, infographics, and photos
- coordinate and manage digital media assets
- hand code websites
- build databases for dynamic websites (e.g., pushing content; interactive functionality)
- design & code GUI interface for content management and/or user interaction (IxD), UI/UX; web, mobile
- format Dreamweaver templates, Contribute integration
- theme, UI/UX/IxD, develop, administer CMS sites: e.g., Drupal, Joomla, WordPress, AEM, SharePoint
- manage website(s) and refine design & functionality
- analyze traffic statistics, web metrics / analytics, social media metrics to refine content and campaigns
- employ Google webmaster Tools and APIs (e.g., Google Analytics, Google Checkout, Google Maps, YouTube, ...)
- configure and integrate PayPal payment, shopping carts, e-commerce solutions
- perform search engine optimization (SEO) and search engine marketing (SEM/PPC)
- theme, maintain, manage blogs, VLogs and video channels
- prepare streaming audio and video
- design and build HTML e-mail marketing campaigns, newsletters; CRM (e.g., MailChimp, iContact, Constant Contact; Salesforce, Salsa, Blackbaud, ...)
- produce podcasting; RSS feeds
- create & deploy digital marketing campaigns through banner advertising, SEM / PPC (e.g., Google Adwords, Google Ads, Bing, YouTube, Facebook, Twitter, other social media), reciprocal links, RSS feeds
- coordinate with multiple client departments (staff) in the production of web content
- manage all aspects of project (e.g., agile workflow)
- provide technical support and training to client staff
- report to web committees, government boards/commissions; make presentations

~ · CONTENT PRODUCTION and STRATEGY · ~

Creating engaging content for various websites and complimentary digital channels for lead generation, sales, customer retention, visitor education and enjoyment. Roles have included, but not been limited to: **Content Producer; Content Strategist; Social Media Coordinator; Digital Marketing Manager, SEO / SEM Specialist.** (Samples available ItsAboutTyme.com.)

SKILLS:

Writing, Editing	Photography, Photo Editing	Tag Management
Proofreading	Content & Marketing Strategy	Social Media
Video Production, Videography,	SEO, SEM, PPC campaigns	Web Analytics Implementation
Video Editing	Inbound Marketing	Filmmaking
Graphic Design	Digital Marketing	

Duties have included, but have not been limited to:

- Produce content (textual, photo, graphic, infographic, video, audio) that engages and informs visitors, and drives traffic to/through the website
- Select & edit photographs and other graphic content
- Plan editorial calendar, schedule (for automation) stock social media content
- Produce call-to-action assets for lead generation or direct action
- Build email campaigns -- create textual and graphical elements; code email for delivery effectiveness and cross-device reading; optimize for maximum open/click rates
- Strategize, establish and manage social media campaigns, and populate social media channels with content; respond to current events and customer engagement opportunities
- Build SEM / PPC campaigns (e.g., Google Ads, Bing, Facebook, Twitter, other social media, YouTube)
- Analyze traffic statistics, web metrics / analytics, social media metrics to refine content and campaigns
- Employ Google webmaster Tools and APIs (e.g., Google Analytics, Google Checkout, Google Maps, ...)
- Perform search engine optimization (SEO) and search engine marketing (SEM) campaigns
- Design and build HTML e-mail marketing campaigns, newsletters, CRM (e.g., MailChimp, iContact, Constant Contact, Salesforce, Salsa, ...)
- Produce podcasting; RSS feeds
- Deploy web marketing through banner advertising, SEM / PPC (e.g., Google Adwords, Google Ads, YouTube, Bing, Facebook, Twitter, other social media, ...), reciprocal links, RSS feeds
- Create video campaigns: produce, shoot, edit, publish, manage (e.g., YouTube, Vimeo, ...)
- Plan and deploy social media campaigns, create fresh assets, manager engagement

~ · VIDEO PRODUCTION · ~

EXPERIENCE HIGHLIGHTS:

See ItsAboutTyme.com for a few video samples.

PRODUCER / VIDEOGRAPHER / VIDEO EDITOR : WEB

Duties include, but are not been limited to:

- shoot taped segments
- edit (Avid Adrenaline; Avid Xpress Pro/HD; Final Cut Pro HD, Adobe Premiere)
- integrate into websites; optimize for web and mobile device viewing

CREATOR / WRITER / PRODUCER / DIRECTOR : TELEVISION

Duties include, but are not been limited to:

- secure private funding
- obtain sponsors
- write proposals, treatments, and scripts
- prepare budgets, schedules

- supervise all aspects of development, pre-production, production, and post-production
- shoot live and taped segments
- edit (Avid Adrenaline; Avid Xpress Pro/HD; Final Cut Pro HD, Adobe Premiere)
- shop to networks and other media organizations

WRITER / PRODUCER / DIRECTOR / EDITOR : DOCUMENTARY

Duties include, but are not been limited to:

- apply for grants; secure private funding
- write proposals, treatments, and scripts
- prepare budgets, schedules
- supervise all aspects of development, pre-production, production, and post-production
- pitch to networks and media organizations
- shoot live and taped segments
- edit video

Projects include: "Women In Pants"; unnamed Florida Indian Culture project; unnamed 'live-aboard' project.

PRODUCER / FIELD PRODUCER : CORPORATE, COMMERCIALS, PSAs, MW, BROADCAST, WEB

Duties include, but are not been limited to:

- write proposals, treatments, and scripts
- prepare budgets, schedules
- scout locations
- cast talent
- supervise all aspects of development, pre-production, production, and post-production
- shoot live and taped segments
- edit (Avid Adrenaline; Avid Xpress Pro/HD; Final Cut Pro HD; Adobe Premiere)

Projects have included, but have not been limited to: Bright House Networks (Time Warner) "Around Central Florida" | Global Peace Film Festival PSA | "The Today Show" (NBC) live segments at WDW [Walt Disney World Marketing] | "This Weekend In New York (WNBC) live remote and taped segments at WDW [Walt Disney World Marketing] | "Dialing For Dollars" week-long live remote at WDW [Walt Disney World Marketing] | "Star Today" taped / live television show [Walt Disney World Marketing] | Carnival Cruise Lines commercial – *local Production Coordinator* | Mainstay Rum commercial – *local Production Coordinator* | "Good Morning America" (ABC) live remote in US Virgin Islands – *local Production Coordinator*

Film projects listed [here](#).

BROADCAST TRAFFIC SUPERVISOR (Universal Studios Florida, live event)

Duties included, but were not been limited to:

Coordinated the taped and live media coverage of more than 150 television (plus radio) stations for the grand opening press event. This included, but was not limited to:

- bought and scheduled satellite time
- coordinated schedules for crew, live shots, and editing sessions
- supervised satellite trucks and personnel
- supervised live-site coordinators

BROADCAST TRAFFIC COORDINATOR (Walt Disney World Marketing, press events & live events)

Duties included, but were not been limited to:

Coordinated the taped and live media coverage for as many as 150 visiting television stations. This included, but was not limited to:

- scheduled satellite time
- coordinated schedules for crew, live shots, and editing sessions
- distributed schedules and revisions to all television stations

NOTE: Also a veteran Photographer, Photo Editor, Graphic Designer