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Attention Hiring Manager,

Beginning as an **AWARD WINNING GRAPHIC DESIGNER AND PUBLISHER**, my career is representative of my commercial design certification and daily use of bitmap and vector tools to produce everything imaginable in print, video, and interactive.

Then as a **TELEVISION ARTIST AND PRODUCER**, I would create many shows, spots, and promos on a daily basis. I've shot both on-set and on-location, then edited in Avid Xpress, Quantel Paintbox, Adobe Premier, and Final Cut Pro HD environments. I've used Blender3D, Motion, and After-Effects for custom motion graphics.

And as a **BUSINESS DEVELOPER AND ADVERTISING MANAGER**, I have created, marketed, sold, deployed, and supervised many revenue programs utilizing online marketing and traditional media. I have received special training in pay-per-click, analytics, local search, and advertising banner production.

Now as a **USER INTERFACE DESIGNER & WEB DEVELOPER**, I build upon my certifications in Design & Production Art, Online Marketing, MySQL & PHP and over 20 years of real-world, agency, freelance, and data-center experience.

I believe my creative talents, unique skills, and technical experience would be a valuable asset to your organization. Please contact me if you have any questions.

TARGET POSITION

I am seeking a position with increasing responsibility in MEDIA OR INTERACTIVE DESIGN with a progressive company, where specialized education, experience, and qualifications can be fully utilized in achieving the company's goals and increasing total productivity. Also realizing personal growth that will lead to a long term professional relationship.

EDUCATION

1/2017 - 8/2020	University of the People	Masters in Business Administration
6/2018 - 1/2019	Coursera	Unity 3D Artist Certification
9/2011 - 7/2012	Udemy Online Training	PHP & MySQL Certification
3/2009 - 9/2010	Lynda.com Online Training	Dreamweaver & CSS / PHP Programming
6/1989 - 6/1991	Phoenix Institute of Technology	Specialists Certification in Design and Production Art

WORK EXPERIENCE

Production Technician

Randstad Technologies, Columbus, Ohio 11/2014 - 9/2018

Contracted to the Content Production Services Team of McGraw Hill's prestigious Digital Production Group, I supported the registration of instructional content for student and teacher targeted digital products. I worked closely with Agile teams consisting of platform engineers, academic designers, and product sponsors to define new content models and workflows, overcoming obstacles to ensure that the needs of content registration are met. I relied on my expertise with various content development tools; Adobe Illustrator, Photoshop, After Effects, Premiere, Dreamweaver, InKling's Habitat, as well as McGraw Hill's own proprietary tools; CMS, ROSES, ConnectED, DAL, Courseware, and the DLE. I worked with JSON, XSLT, and XML data structures and often used FFMPEG, iMacros, and other utilities to manage content

Web Developer

CERA.NET INC., Columbus, Ohio 2/2013 - 1/2014

Cera.Net is a datacenter offering cloud computing, co-location, and managed servers. My responsibilities included user interface design, database integration, and administration on Wordpress and WHMCS platforms. (see letter of recommendation)

Ecommerce Manager

GM ACCESSORIES STORE.COM, Delaware, Ohio 10/2011 - 6/2012

I was responsible for the many crucial aspects of the GM Accessories Store.com business model; from managing orders, customer service, order fulfillment, and coordinating shipping, to marketing campaign & site development. In addition to my daily duties of order processing, customer care, and warehouse management, I also generated daily, weekly, and monthly revenue and order volume reports, as well as participated in PPC campaign management, UI development and 3rd party (Magento & ADP) database integration.

Director of Web Services

ENVISION MEDIA GROUP, Worthington, Ohio 11/2010- 4/2011

Initially serving as the Production Manager, I created a new graphics package for the show "The Deal Detectives," using Adobe After Effects and Premier. Using WordPress as the Content Management System, I also produce graphics and maintenance the site and the show's social networking on Facebook, Twitter, and YouTube.

Director of Business Development

PEOPLE TO MY SITE.com LLC, Gahanna, Ohio 11/2009 - 5/2010

As senior director on a 5 person sales team, I actively marketed the services of the a successful web analytics and Internet marketing agency. I followed the CEO and VP of Sales in the qualifying of prospects, the initiation of consults through targeted lists, and even cold-call directories. I also identified, cultivated, and closed on corporate level partnerships and vendor affiliations. I sold Internet marketing services to B2B and B2C clientele in multiple market sectors including; automotive, the dental industry, e-commerce, and general retail.

Multimedia Producer

PEOPLE TO MY SITE.com LLC, Gahanna, Ohio 4/2009 - 11/2009

I wrote, produced, shot, and edited video, served as audio engineer, and graphics designer for People To My Site's creative agency partner Jim Hern Productions. I also developed Flash and video enabled websites. (see letter of recommendation)

Marketing Director

BATTLE OF THE BONES LLC, Central Point, Oregon 7/2008 - 10/2008

I created the brand, marketing campaign, and sales strategy for this annual event featuring a barbecue

competition, video game tournament, micro brew fest, and live music on two stages. Coordinated sponsorship sales, ad buys, and press coverage. I provided administrative support, exhibitor management, and vendor relations.

Advertising Coordinator

BIG R STORES, White City, Oregon 2/2008 - 6/2008

I was responsible for creative direction on printed monthly ad inserts, television and radio campaigns, as well as public relations and event management. Evaluating local media campaigns and placing ad buys with reps for Web, TV, radio, and newspaper marketing.

Director of New Business Development

FREEDOM COMMUNICATIONS INC., Irvine, California 4/2006 - 1/2008

Freedom Communications Inc. was the parent company of KTVL News10 in Medford, Oregon, I worked with local businesses to create advertising and marketing campaigns that would leverage "new media" (social networks, interactive content, pay-per-click) with "traditional media" (Local Network Television). Examples ranged from producing a weekly plastic surgery "info-tainment" series titled "A New You," to deploying a commercial spot based tourism vignette series titled "All In A Days Drive." I also developed plans for maximizing revenue potential through e-commerce and loyalty systems.

(see letter of recommendation)

Promotions Producer

KTVL CBS 10, Medford, Oregon 10/2003 - 3/2006

I was responsible for the creation of promo scripts for multiple daily news stories. I coordinated on-set and on-location video production for in-house and client based projects. I produced multiple graphics packages for various station-based franchises and developed and managed their brand development.

Publications Coordinator

THE MAIL TRIBUNE, Medford, Oregon 1/2002 - 11/2003

Working in the Innovative Products department, I designed editorial sections, ads, and entire publications like "NOWx2; Population Growth In The Rogue Valley" and "Pet Expo." Coordinating copy writing and page layout to meet multiple daily deadlines.

Vice President, CTO, & Creative Director

I - MOUSE INC., Monterey, California 6/2001 - 1/2002

Founding the company with two investor-partners, I created the work-flow schema, customer interface, server topography, and defined the overall business model. I designed the logo, but coordinated with contracted programmers and design studios to create the MEEDYA.COM brand and marketing materials. As founder and V.P., I made executive decisions regarding the corporation, it's sales strategies, and staffing.

Co-Founder

COLOR QUICK MEDIA, Modesto, California 8/1998 - 5/1999

I served as Creative Director for this design and desktop publisher. We served over 200 multilingual clients and were awarded special recognition by The United States House of Representatives, The California Senate and The City of Modesto for publishing the ever vigilant child-advocacy newspaper "WATCHDOG." A monthly tabloid publication dedicated to organizing corporate, commercial, and community support for the timely and immediate search for missing children.

(see awards & recognitions)

Web Applications Developer

AUTOWEB.com, Santa Clara, California 10/1997 - 4/1998

As senior designer among a 10 person production team, I used Macromedia FutureSplash and Photoshop for graphics, and BBedit to rapidly code ASP driven automated web site production. Autoweb was the #1 online car buying solution rivaled only by Microsoft's Carpoint, and powered the auto classifieds section for USAToday.

Web Graphics Artist

WEBNEX, Inc., Los Altos, California 4/1997 - 10/1997

I used Adobe GoLive and BBedit to design early phase webpages featuring Netscape friendly HTML and even animated GIFs. Working within the limited color gamut of the Internet and simple server side languages like Perl for CGI programming, we built the original intranet for Sun Microsystems, and internet sites for various government organizations and corporate customers.

Graphics Artist

GRAPHIC IMPRESSIONS, Rancho Cordova, California 8/1996 - 3/1997

Responsible all prepress mechanicals and camera ready art for negative production and plate preparation. I customized the full range of chiropractic forms from hundreds of boilerplate template files using Pagemaker and QuarkXpress. I created custom illustrations using Adobe Illustrator.

TV Graphic Artist

KOVR NEWS 13, West Sacramento, California 4/1994 - 6/1996

I worked for Sinclair Broadcasting's Network affiliate when it was the Sacramento DMA's ABC station, I would produce on-air graphic elements for the creative department. We served the graphic needs of the News, Sports, Weather, Lifestyle programming, and it's internal marketing and sales departments. I continued to use the proprietary Quantell Paintbox system and early PC graphics tools like Strata3D and Photoshop. (see letter of recommendation)

Graphic Designer

KXTV NEWS 10, Sacramento, California 11/1993 - 3/1994

Began as a contracted designer for a series of magazines published for a Non-Traditional Revenue program called "KidVentures." And was made responsible for the creation of over the shoulder graphics, maps and full screens for the news departments 4 daily news broadcasts and 48 daily promos. (see letter of recommendation)

Freelance Designer

JEAN WILEY DESIGN, Sacramento, California 12/1992 - 9/2003

Hired after freelancing as a graphics designer and desktop publisher. I worked on design projects including exterior and internal environmental Graphics for the Sacramento Municipal Utility Department, Billboard campaign for the National Heart Association, Interactive Multimedia CD and Tradeshow Collateral for Hewlett Packard Computers. I also facilitated all film output and prepress operations for the full service design agency.

Publication Designer

COMSTOCKS DESIGN & LITHO., Sacramento, California 9/1992 - 3/1993

Served on a 4 person design team creating artwork and production mechanicals for the business and corporate magazing "COMSTOCKS," the region's high-profile magazine "CAPITAL STYLE," and their internal full service advertising agency. I performed on-site and off-site photography, illustration, and desktop publishing using Quark Xpress, Aldus Freehand and Pagemaker.

Prepress Operator

THE SACRAMENTO BEE, Sacramento, California 12/1991 - 9/1992

I started in the basement, burning plates for the special and morning editions of the daily newspaper. I shot and prep'd negatives using a vertical camera and set linotype by hand.

Prepress Operator

THE BAY AREA ALTERNATIVE PRESS, Berkley, California 7/1991 - 12/1991

Using Ventura Publisher for layout, I functioned as both typesetter, layout, prepress operator, and even pressman for the non-profit presshouse that was responsible for 4 weekly newspaper publishings including the newsletters of the Black Panther Party and the Western Service Workers Association.

(see letter of recommendation)

RECOMMENDATIONS

“Trane DePriest has impressed us with his creative technical skills and a real problem-solving attitude. He brought a critical-eye to our Web site redesign project, integrating custom CSS and graphics with Wordpress templates. An eager PHP learner, Trane dove into customizing our back-end WHMCS to meet our needs. He has also contributed promotional skills to much of our marketing material. It was our pleasure to work with him through multiple iterations of the site, and would recommend him to you if you're looking for a talented designer.”

Anthony Nocera

Owner

Cera.Net LLC

“Trane has amazed us with his intuitive knowledge of the market and how he uses technology and creativity to achieve results. Trane understands BUSINESS from the perspective of an owner and is truly focused on returns on investment. He stand out as a “go-to” guy for anything in a competitive marketing environment!”

Jim Hern

Principal

Jim Hern Productions

“Trane is a very knowledgeable person who is not afraid to learn new things. His work ethic is strong and his determination is a great asset for any company to have. When you want a project done correctly and on budget or under budget Trane is the person you want on that project.”

Mike Ashcraft

Programming Team Leader

People To My Site

“Trane is an innovative strategist, examining profit able trends and practices that help businesses use new technologies to expand their client base and increase sales. Even just a five-minute conversation with Trane could leave you with ideas and goals you never thought possible, sending you in a better direction for your business.”

Aaron Tweeton

Promotions Manager

KTVL News 10