

David S. Perry III

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Skills

- Non-linear video editing
- Mac OS X and PC platforms
- Apple Final Cut Pro
- Apple QuickTime Pro
- Adobe GoLive
- Adobe Acrobat
- Adobe Photoshop
- Macromedia Dreamweaver
- Macromedia Flash
- Quark Express
- Web design and layout
- Search engine optimization and placement
- E-mail marketing campaigns

Work History

Currently: Carter Media, Inc., Roanoke, Va. - Video editor and designer.

February 2003-January 2004: Foot Levelers, Inc., Roanoke, Va. – Webmaster for corporate web site.

Duties included:

- Design and layout of graphics and content for entire corporate web site
- Design of multimedia and video content for corporate web site
- Periodic product photography
- Daily updates to pages in site
- Maintenance of e-commerce web pages
- Maintenance of seminar registration pages
- Development and deployment of targeted marketing e-mail campaigns
- Statistical analysis of web traffic
- Search Engine Optimization of site and submission of site to search engines

Accomplishments:

Through search engine optimization of the Foot Levelers' web site and strategic submission to the major search engines, traffic to the site in the period from March 2003 through December 2003 increased 100%, to 40,000 unique visitors per month, up from 20,000.

Site was redesigned from the ground up in June 2003 and included new easier to use navigation, an automated press release archiving system, and a site search engine for location of information via keyword searches.

September 2001-February 2003: D.P. Grafix Web Design - freelance web design for various local and regional clients. Sites consisted primarily of e-commerce sites for small businesses and real estate sites. Duties included complete design of web site structure and graphic layout, management of content and inventory updates, search engine optimization, and submission to search engines.

June 2000-September 2001: The Roanoke Times/Roanoke.com - web producer for roanoke.com, roanoketimes.com, and advertiser web sites. Duties included complete design of web site structure and graphic layout, management of content and inventory updates for advertiser sites. For the Roanoke.com site I was responsible for daily sports updates, banner ad design for advertisers, and various design elements of the site.

May 1999-June 2000: D.P. Grafix Web Design - freelance web design for various local and regional clients. Sites consisted primarily of e-commerce sites for small businesses and real estate sites. Duties included complete design of web site structure and graphic layout, management of content and inventory updates, search engine optimization, and submission to search engines.

June 1986-May 1999: Emerson Creek Pottery, Bedford, Va. - Potter, Mold and Die Maker/Design Assistant

Duties included:

- Set up of production presses
- Making of casting molds and press dies
- Making master molds
- Designing and making product mock ups and models

Job required acute attention to detail, creative thought, and the ability to manage production runs.

I was required to work with other designers with in Emerson Creek and outside of the company in collaboration on design projects. This included product development from start to finish. It was my responsibility to analyze a product for cost effective production. If changes were necessary it was my responsibility to make the changes and present the revisions at company meetings.

Education

High School Diploma, Blue Ridge Preparatory School, 1981

Bachelor of Arts in Psychology, Roanoke College, 1986

Summary

Currently I am a freelance web and multimedia developer. Experience ranges from home business to corporate web sites, e-commerce, search engine positioning, multi-media, and video production.

I worked in the same field, ceramic design and manufacturing, from 1986 through 1999 and covered many areas, ranging from pottery design to web design. I worked in many capacities from general laborer, to head of mold design.

In Spring of 1999 I decided to pursue a new career in web development.

Desired Salary and Benefits

- Salary: 28-32 K annually (negotiable)
- paid vacations
- insurance 401K (or comparable retirement benefits)

Interests & Activities

Digital video editing, web site development, car and motorcycle repair, building and collecting of model cars.

References

Employment:

Jim Leavitt – President, Emerson Creek Pottery
2330 Peck's Rd.
Bedford, Va. 24523
540-297-7524

Dawn Lindley – Marketing Supervisor, Foot Levelers, Inc.
2546 Westover Ave.
Roanoke, Va. 24015
540-345-8726

Matthew Dooley - Sales Manager, Interactive Media Division
Media General NorWest Group
(o) 540-981-9110 x. 551
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Personal:

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