

CURRENT ENDEAVOR

Archer Design Studio – <http://www.ArcherDsn.com> **01/15 - Present**
Archer Design Studio develops Applications, Websites, Marketing Materials, Training Programs and Documentation Projects for any size business. In-house capabilities include Video Production, Animation, Photography, Print Design, Web and Database Development and all sorts of coding.

PREVIOUS VENTURES AND POSITIONS HELD

Kinetic Media Engine, LLC - Nashville, TN **08/03 - 12/14**
Owner / Producer / Developer Created and licensed several proprietary CRM/CMS industry solutions which are now owned by Archer Design Studio and available for future projects/business ventures. Clients included Model/Talent Agencies around The Midwest and Southeast US with an aggregate end-user base of over 15,000 members. Included sales, customer service, client account management, project management, front & back-end development on various platforms, database administration and strategic deployment of client solutions which exhibit form, functionality and high level ROI.

Learning Tree International – Reston, VA **11/96 - 03/03**
Freelance Instructor and Technical Editor Contracted to instruct courses from 6 - 32 weeks per year depending on other work commitments. Included travel to venues across US and abroad, teaching classes of 15 to 30 adults, setup of student workstations and classroom network, troubleshooting software, addition of personal experience to each course topic, on-the-fly editing of course notes and proctoring of exams. Technical Editing included contributing to course notes and exercises, editing author drafts, delivery of alpha and beta seminars and rewriting course notes.

E2 Interactive / The Veritas Group - New York City, NY **04/00 - 02/01**
Contract Position Hired to create and implement the in-house Web Development arm of the Veritas Group Advertising Agency. Included establishment of development protocols, hiring of account executives and Web developers, design and implementation of project management systems, cross-departmental marketing, account management, establishment of relations with providers.

Optasia Interactive Learning – Philadelphia, PA **01/99 - 04/00**
Creative Director Designer and lead developer of the Web and App based E-Learning Solution to accompany Optasia's interactive videoconference based training system. Designed the E-Learning development tool, an electronic registrar, test development and delivery systems. Included information architecture, interface design and illustration and database design. Also lead the development of Optasia's fundamental learning principles, marketing strategy and materials.

MediaPages LLC - Nashville, TN **03/96 - 12/98**
Owner / Developer Created a proprietary CRM/CMS Website solution for the Community Banking Industry, sales, customer service, client account management, project management, front & back-end development on various platforms, database administration, etc. Clients included The TN Bankers' Association and 35 of member community banks. Clients also included MCA Records, The Nashville Entertainment Association, RCA Records, McNeely Piggot & Fox PR, The Mayor's Office Of Film and Television, CedarHouse Productions, Rain Records and many more.

The Omni Art Supply Corp. – Nashville, TN **01/95 - 03/96**
Digital Print and PrePress Manager
Created and Managed the Omni's Digital Printing Division. Included sales, project management, client relations, development of marketing strategies, writing of a user manual for use and maintenance of the hardware and software, troubleshooting equipment, quality control, design of products and templates, development of ChromaComp model/talent printing business.

DEGREES AND CERTIFICATIONS

Learning Tree International 11/96 - 03/03

Professional Certifications

Learning Tree Professional Certifications included four core courses plus two electives.

- Web Development (Planning and Implementation)
• JavaScript Development and Programming
• XML Development and Programming
• E-Commerce Strategy and Implementation

Certified Instructor of 12 Learning Tree courses including Web Development, JavaScript, .NET, ColdFusion, Microsoft SQL Server, XML, and others...

Boston University 1986 - 1991

Bachelor's Degree

Boston University/College of Communications - B.S. Broadcasting & Film w/Minor in English Literature
Graduated Magna Cum Laude

Originally studied at B.U. College of Engineering, but changed major when he saw Photoshop 1.0
Personal Studies in Computer Science, Journalism, Photography, Art, Philosophy, Physics and Astronomy
Employed by the University Publications Dept. as Copy Editor, Layout Artist and Photographer 1989-91
Editorialist and Photographer for The Daily Free Press student newspaper from 1987 to 1991
Varsity Crew Team 86-89

Lower Merion High School 1986

Graduated Cum Laude on the AP track with concentrations in Math, Physics and Computer Programming.
Varsity Crew Team 83-86 (National Championship Silver 1985 and Gold 1986)

SUMMARY OF TECHNICAL ABILLITIES

Table with 2 columns: Skill Name and Expertise Level. Skills include Adobe Photoshop, Adobe Premier & After Effects, Adobe Creative Suite, Quark XPress, Dreamweaver, HTML, XML, JavaScript, ASP, SQL, Microsoft Office & Project, Microsoft Access, Microsoft Access & SQL Server, Copy Writing and Editing, ColdFusion, and Final Cut Studio. All are listed as Expert.

REFERENCES

Table with 2 columns: Name and Contact Information. Includes Ari Orlinsky, Ignacio Medrano-Carbo, and Barry Biddle with their phone numbers, email addresses, and reference types.