

## DON BARTO, JR.

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### SUMMARY

Media and Technology Professional, with strong business and communications skills. Recognized for excellence in service, customer support, and revenue metrics. Motivated student with strong problem solving abilities through solution and application development.

### AREAS OF EXPERTISE

<ul style="list-style-type: none"><li>• A/V Media Production</li><li>• Client Acquisition</li><li>• Branding/Marketing</li><li>• Team Management</li><li>• Project Oversight</li></ul>	<ul style="list-style-type: none"><li>• Web-based Content Creation and Delivery</li><li>• Web Development and Design</li><li>• Mac/Windows/Linux Environments</li><li>• Visual Design and Creation</li><li>• Streaming Technology and Podcasting</li></ul>
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### EXPERIENCE

**Content Management Specialist**, Encore Global (formerly PSAV), August, 2020 – Present

*Returned from furlough (due to COVID-19) to assist with Digital Services Team delivering web application-based virtual and hybrid event experiences. Work with client content, application customization, and event-based tasks.*

#### Key Accomplishments:

- Brought up to speed very quickly with a new team and in a role outside of previous responsibilities.
- Quickly applied coursework in Web and Software Development to this new position to create memorable client events.
- Assisted in developing solutions and procedures for events using modern web development practices and tools.

**Sales Manager**, PSAV - The Four Seasons and Marriott Waterfront Hotels, Baltimore, 2017 – August, 2020

*Served as on-site consultant with hotel sales team to provide audio-visual and event technology solutions to hotel guests. Mainly focused on business meetings, conferences and conventions.*

#### Key Accomplishments:

- Increased revenue at the hotel within 4 months of starting, hitting budget goals.
- Developed a streamlined process of integrating CRM systems to provide real-time data for field technicians.
- Work closely with the hotel to provide a high level of customer support and satisfaction.
- Developed many strong business relationships with regular clients of the meeting spaces, and conveyed that into better sales for both PSAV and the hotel.
- Produce and develop content to meet conference goals or clients and attendees

**Founder & CEO, The Medical Cannabis Report, LLC, 2016-2018**

*Responsible for growth and development of this fledgling endeavor, built to provide high quality news, education, and entertainment for the cannabis industry and the communities they serve.*

- Produced and Directed the Women Grow 2017 Leadership Summit and Lightning Talks video production
- Produced and Directed, as well as oversaw budget and vision for a series of Table Discussions, filmed on a TV set in Baltimore. These served as the backbone of content and proof-of-concept for The Medical Cannabis Report.

**Key Accomplishments:**

- Singlehandedly commanded volunteers and freelance employees toward the goal of building a social media audience of 1,000 by the end of 1 year. This goal was achieved, with final social media following and engagement reaching near 5,000.
- Grew audience following, reaching numbers upward of 1,200 views/engagements on a regular basis.
- Handled a budget of \$48,000 to achieve organizational goals for video distribution.
- Designed and built all web-based assets for project site.

**Partner/Producer/Chief Financial Officer, SOUNDRIVEN, INC., Timonium, MD, 1998-2017**

*Responsible for daily operations of a company that provides audio/video production and postproduction services. Maintain Apple and PC systems to ensure optimal performance.*

- Edited and converted/output video for a variety of delivery modes, utilizing Final Cut Pro, Adobe Creative Suite and Digi design Pro Tools extensively on a daily basis.
- Engineered and produced live or recorded events; includes setting and running all A/V equipment for recording, monitoring, and playback.
- Facilitated webcasting or live-stream experiences, as well as switching and mobile setups. Complete mobile or studio editing of acquired media and deliver for broadcast or web use.
- Provided creative and management direction to projects and their related teams.
- Designed and produced web sites and related content for several internal and client-based projects.
- Served as a contractor on a wide variety of privatized, government-based broadcast projects.

**Key Accomplishments:**

- Expanded company focus from involvement in sound and film projects to include full-scale video production efforts.
- Grew client-base and revenue over 15 year period
- Adopted and incorporated new technology to integrate the production of a/v content and it's presentation on web-based platforms

**ADDITIONAL EXPERIENCE**

Worked in the Human Services field in Maryland from 1993-1998. Worked extensively with developmentally and psychiatrically-challenged individuals. Employed in both Case Manager and Direct Care Worker positions with two major service providers in the state.

## EDUCATION

*Full-Stack and Mobile Web Development, Nucamp, May 2021 – present (expected completion September 2021)*

### **Protocols and Focus:**

- *Bootstrap and responsive CSS frameworks*
- *React Js*
- *Mobile web development with React Native*
- *Backend web development with express, nodeJs, and mongoDB*

*Web Development Fundamentals, Nucamp, May 2021 (program completed with highest class ranking)*

### **Protocols and Focus:**

- *Advanced HTML and XML*
- *Advanced CSS and Frameworks*
- *Advanced JavaScripting for front-end development*

*Developing for the Web, Howard Community College, June 2020 – December 2021 (Program Completed)*

### **Protocols and Focus:**

- *HTML/CSS*
- *JavaScript*
- *Python*
- *PHP*

*Bachelor of Arts degree in Psychology, St. Mary's College of Maryland, December 1992.*