

# **Joseph A. Sprute**

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## **EXPERIENCE:**

**Media Programs Designer** Self Employed at ERES Institute / GiantERP—EarnedPath  
February 2012 – Present Bella Vista, Arkansas

Research, planning and design of scalable economic future map including information on project limitations and capabilities, performance and development requirements. Create and expand system descriptions using research, analysis and model constructions to predict and measure outcome and consequences of design. Develop and direct software system testing and validation procedures, programming, and documentation. Analyze user needs and program application requirements to determine design feasibility. Consult with customers about systems design, construction and maintenance. Store, retrieve, and manipulate data for analysis of system capabilities and requirements. Obtain, evaluate and write information on factors such as reporting formats required, costs, benefits and security needs to determine configurations.

**Media Marketing Consultant** Self Employed at CyberRAVE LLC / SaleBuilders.com  
January 1997 – February 2012 Bella Vista, Arkansas

Design, build, or maintain approximately two-dozen web sites for customers using authoring or scripting languages, content creation tools, management tools and digital media.

Formulate optimization strategies resulting in top indexing with popular search engines for customer accounts. Identify, develop, or evaluate marketing strategy, based on knowledge of objectives, market characteristics, and cost factors. Participate in promotional activities working with advertisers, or production managers. Develop or validate external interfaces and address for primary browsers and device types. Perform or direct website updates. Write, graphically design, photograph or edit sales material content, or direct others producing content.

Responsible for client communications, definition of expectations, conflict resolution, and compliance on project deliverables and budgets. Back up files from web sites to local directories for instant recovery in case of problems. Identify problems uncovered by testing or customer feedback, and correct problems or refer problems to appropriate personnel for correction.

Evaluate coded materials to ensure that it is valid, is properly structured, meets industry standards and is compatible with browsers, devices, or operating systems. Maintain understanding of current web and print production technologies or practices through continuing education, reading, or participation in professional conferences, workshops, or groups.

Analyze user needs to determine technical requirements.

**Irrigation District Water Manager** Grand View Irrigation District  
February 2001 – October 2002 Grand View, Idaho

Maintain clean, constant flow of irrigation water to 11 mile canal district tract. Maintain irrigation canal and maintenance equipment including D8 tractor, front loader & track hoe.

**Marketing Director** Academy of Casino Careers  
March 1996 – June 1996 Reno, Nevada

Wrote and published 1st products catalog. Developed gaming rules pamphlets.

**Marketing Director** Production Images  
January 1995 – March 1996 Carson City, Nevada

Assistant network manager with 20+ Macintosh computers, Lino (RIP), and graphics output equipment. Layout Design Artist for various full-color international parts catalogs.

**Production Assistant** Range Magazine  
February 1994 – January 1995 Carson City, Nevada

Subscriber support including advertising, fees collection, renewal management and related services. Publisher's Assistance with publication development including writers, advertisers, and publishers.

**Publisher, Editor** Sierra Sage Newspaper  
February 1992 – February 1994 Gardnerville, Nevada

Business start-up still in existence with advertiser territory and publication development. Layout Design Artist, writer and editor for area "feel-good", advertiser supported monthly publication.

**Hardware Sales** Sierra Business (Xerox)  
August 1990 – February 1992 Gardnerville, Nevada

**Sold Xerox copier and facsimile machines** to greater South Lake Tahoe area. Assistant for Area Xerox Sales & Marketing Director

**EDUCATION:**

University of Oregon Business Administration

September 1984 – September 1986 3.2 GPA, 72 Credit Hours  
Eugene, Oregon

**MILITARY:**

Army National Guard 11-Bravo, Specialist-E4, Dragon Gunner

February 1983 – February 1986 Expert Weapons, Honorable Discharge  
Eugene, Oregon