

Travis Trout

Advertising / Web Design

Skills & Traits

Wordpress-Oriented Web Design
Java and Python Experience
PHP, CSS, MySQL, and Bash Experience
Adobe Premier, Photoshop, and Indesign
SEO and Google Keywords Experience
Fast, Eager, and Capable Learner
Largely Self-Taught in These Skills

Education

University of Florida
Bachelor of Science in Advertising
Minor in Innovation

In second cohort of Innovation Academy, which focuses on developing leadership, ethics, and an entrepreneurial mindset.

Leadership

President, Hopping 4 A Cure

Student run nonprofit oriented toward helping those affected by Multiple Sclerosis.
-Developed a brand new website.
-Reformatted events to add novelty.

Treasurer, IA LEAD

-Registered club as a legal nonprofit so that we could open a bank account for all of our different fundraisers.
-Facilitated shift into Student Government budget cycle as a new organization.
-Negotiated deal with Dominos to receive free pizza for an entire semester.

Hobbies

Photoshopping images of my friends.
Watching DIY videos on YouTube.
Growing silkworms for their silk.
Reading about geopolitics.

Experience

2017 - Founder, Silent.Marketing

-Website designed to save costs on marketing for businesses by using their competitor's marketing.
-Gained experience in plugin development using PHP, integrating web APIs, interacting with MySQL, setting up SEO using TF-IDF practices, and using Python for creating a webcrawler and webscraper.

2016 - Contractor, iCast Interactive

-Designed websites in Wordpress using multiple themes and plugins for over five different clients.
-Learned many SEO techniques, such as: siloing, meta-titles / descriptions, keywords, and deeplinking.
-Created social media calendars for clients and scheduled postings with customly designed images.
-Won golden Addy Awards for three websites.
-Worked to develop print, radio, television, social media, and billboard advertisements.

2015 - Founder, Waveslate

-Online "suggestion box" meant to be a combination of Kickstarter and Change.org.
-Created full business plan and entered into the Big Idea Competition at UF.
-Had 3 employees and pledged customers, including the president of student government.

Contact

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