TODD L. DAVIS

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Objective

To find an opportunity that will allow me to pursue my passion of web development and develop my skills in the areas of user interface and back-end functionality.

Achievements

- Designed, built and wrote copy for the websites for c-Systems Software (csystemssoftware.com) and Water Pipe Rental (waterpiperental.com). Also implemented a mobile version.
- Redesigned websites for Lagniappe Pharmacy Services (rxlps.com), FDS (fdsrx.com) and MyDataMart (mydatamart.net).
- Wrote and edited copy for entire Dallas Convention & Visitors Bureau website (visitdallas.com).
- Graduated summa cum laude.

Working with Todd was wonderful. I could always count on every element being prepared, and was impressed by his drive to add content above and beyond the requirements.
– Greg Janda, Associate Producer - Internet Content, KXAS

Experience

2006-08, 2014-17   KXAS NBC 5   Fort Worth, TX

Digital Content Producer

- Write news and feature stories and post them on the station's website.
- Edit and post videos from raw footage, broadcast and independent sources.
- Manage the station's social media accounts. Post content to Facebook and Twitter and interact with users.
- Push relevant content to the station's app.
- Developed a plan to improve the station's sports presence. Spearheaded the station's NFL Draft coverage.

2009-2013   Lagniappe Pharmacy Services   Fort Worth, TX

Marketing/Communications Manager

- Rebranded and maintained the company's multiple websites using Wordpress.
- Used Wordpress plug-ins, php and a customer database to improve user experience and functionality.
- Used Constant Contact and html to design and manage emails to customers and prospects.
- Produce content for (write and edit articles and images) and layout monthly newsletter.
- Build display ads for various industry-related publications.
- Re-design marketing materials such as business cards, flyers and folders.

2009-2013   c-Systems Software   Arlington, TX

Marketing/Communications Manager

- Use php, JavaScript, jQuery, CSS, html5 and more to maintain and develop company and mobile websites.
- Produce content for (write and edit articles and images) and layout quarterly newsletter.
- Build display ads for various industry-related publications.
- Write and distribute press releases to media contacts with whom relationships have been built.
- Re-design marketing materials such as business cards, flyers and folders.

2008   Richards Group   Dallas, TX

Brand Public Relations

- Write all copy for the new Dallas Convention and Visitors Bureau website.
- Write press releases for clients' inclusion in the news.
- Use news judgment to determine ways to insert clients into local, regional and national news outlets.
- Manage accounting and budget for clients.

2003-2008   Fort Worth-Star-Telegram   Bedford, TX

Calendar Editor/Features Writer

- Compile information from press releases into weekly calendars for schools, community, business, entertainment and religion.
- Write at least one education-related feature for Sunday metro section.
- Designed weekly commute section with gas prices and area map of lane closures.

Education

University of Texas at Arlington

Bachelor of Science in Communications
- Graduated summa cum laude

Skills

Advanced: AP Style, Adobe Creative Suite (Photoshop, Dreamweaver, Premiere Pro, Illustrator), html, CSS, Grass Valley video elements.
Intermediate: php, MySQL, JavaScript, jQuery, html5, content management systems, Constant Contact.