Creative Director / Webmaster Creative Director / Webmaster Creative Director / Webmaster - Nine5Four, Inc Delray Beach, FL Seeking a position in a growth-oriented company that will utilize my knowledge and abilities and will allow me the opportunity to learn and grow to a level that enhances the company I represent. PORTFOLIO https://iamdfrancis.com/webfolio Work Experience Creative Director / Webmaster Nine5Four, Inc - Fort Lauderdale, FL January 2005 to Present Design all material in Photoshop, Illustrator, Primiere, XD, and InDesign used across all social media, web, website and merchandise platforms including t-shirts, stickers, sweaters, web advertisements, product pictures, model photography, and all creative requirements or opportunities for both Nine5Four and its clients. Implemented web strategy effectively increasing brand awareness and social media engagement while consistently monitoring and improving user experience across all web channels and social media platforms. Conceived & developed appealing layouts for Nine5Four The Magazine using InDesign & Photoshop Maintain & update Nine5Four.com monthly or as required to keep content fresh Digital content strategy and creation to include interviews & reviews of products, places and things Provide Topic research & information delineation Write grammatically correct & unique content as well as edit & proofread content from contributors Create brand copy, including press kits, speeches, articles, digital & social media content Design custom advertisements - Digital & Print Design business cards, flyers, brochures, posters & other collateral material Direct & Oversee Print, Direct-Mail & Email Campaigns Monitor google web analytics adjusting user flow & experience based on data Plan & execute digital & physical marketing campaigns, including web, SEO/SEM, email, social media, event coordination & display advertising Design HTML/PHP landing pages for email campaigns Logo design from concept to implementation Acquire & coordinate with internal & external graphic designers & photographers Create email marketing templates (newsletters) & concepts maintaining cross email compatibility using internal email sotware as well as MailChimp, Constant Contact & MadMimi Advertising management, from initial creative design to completion with production personnel Provide strategic planning for photo/video shoots & creative sets from idea generation to completion including talent acquisition, video/photo/audio production &

video/photo/audio editing   Primarily edit footage & stay up-to-date with new technological advances   Maintain & operate video equipment   Familiar with standard concepts, practices & procedures within the video production field   Assemble all raw footage, tag & organize according to type/keyword   Audio synching & editing for clean audio synched with film/video   Digitally cut files creating the sequence of the edit & determining film/video usability   Reorder & fine-tune content to ensure the logical sequencing & smooth running of the film/video   Oversee the quality & progress of audio & video engineering & editing when collaborating/managing internal & external teams   Write voice-over/commentary   Perform color correction & other image enhancements   Mix audio tracks   Suggest/ Selecting appropriate music when required   Assist in set-up & break down of productions   Assist in file management & organization processes   Implement best practices in post-production to maximize overall efficiency   Brainstorm new & creative growth strategies   Coordinate with wholesale print vendors to ensure accurate print color & size   Collaborate with & assist internal & external teams with creating landing pages/websites & optimized user experience   Photo Manipulations, Retouching & Color Correction   Organize, Tag & Date photos for inclusion in the company photo library   Social Media Marketing & Management (Instagram, Facebook, Twitter, LinkedIn)   Create, Monitor & Track Social Media Advertising Campaign engagement   Develop Strategies to Create & Leverage UGC for increased brand recognition and user interactions   Increased @nine5four Instagram to over 10K followers   Develop, Design, & implement websites based on client need & industry to include e-commerce sites, PHP/HTML sites, CMS & landing pages   Evaluate emerging technologies & provide thought leadership and perspective for adoption where appropriate Sr. Website Developer Legal Mindset Media - Delray Beach, FL August 2008 to August 2018 Lead a team of designers and developers to create a custom application to improve search engine results across multiple keywords and categories for 25 clients including lawyers, doctors and small business within the US deploying 5,000+ templated sites in 3 years while maintaining 10 dedicated Linux servers.   Web Server Maintenance & Security. cPanel & Apache on WHM   Custom Software & Web development LAMP (Linux, Apache, MySQL, PHP), Experience writing custom, optimized PHP classes & functions   Experience designing and

developing high-performance websites   Experience writing, utilizing and optimizing SQL/MySQL queries   Launched two custom Laravel applications (Referal Management System & Inventory Management System)   CSS3, JS, and HTML5 optimization/minification   WordPress/Joomla Integration and Custom Reconstruction   GIT Version Control | Grunt Task Runner | SASS/LESS Responsible for the development of dynamic display, high traffic sites, code and maintenance for both client & server side   Work closely with the Graphic Designers and other Website Developers to create and maintain highly functional, scalable, optimized, and easily-navigated websites. Backup support as needed for internal and external customer support related to the use of websites, servers, and/or workstations.   Continually update existing websites, including content, graphics, links, user functionality, cross-browser compliance, accessibility, SEO practices, and adherence to W3C standards   Design, develop, test, and deploy new websites and website code * Adobe Creative Suite for Mock-Ups   * Image->HTML Conversions   * HTML/Image->CMS Conversions (Joomla, Drupal & WordPress)   Continually edit, maintain, improve, and tidy existing website code Assist in the creation and development of new and existing web projects and products   Perform Dynamic website checks to ensure appropriate working order   IT Support as needed to provide continual and ongoing customer/client support and customer/client communication regarding customer/client web-based questions, errors, problems, etc.   IT Support as needed to provide internal computer equipment maintenance and software maintenance for Company associates Freelance / Contract Certified Vacations Group - Fort Lauderdale, FL May 2008 to August 2008 Graphics Designer / Web Developer / User Interface Design   Responsible for designing and creating the frontend of Futurevacations.com   Designed web banners, customizable modules and revamped the framework using Adobe Photoshop, Illustrator, In Design, Macromedia Suite Dreamweaver, Fireworks, Visual Studio 2000 and Adobe Flash CS3   Created website examples/mock-ups for Sr. Management review   Worked with developer and coordinator to create user-friendly interface.   Site designed using ASPX and all CSS coding (table-less design for quick template adaptability) Freelance / Contract E-neighborhoods / Dominion Enterprises - Boca Raton, FL December 2006 to December 2007 Lead Graphics Designer / Web Developer   Responsible for

designing, creating and implementing graphics for high-end websites for Realtors, marketing materials, advertisements, order pages and project design development   Design custom print and web newsletters and postcards using Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks and Flash   Ability to take a client's abstract description and create a design concept that captures the desired value proposition.   Design professional looking websites for small business clients and marketing slicks, catalogs, brochures, literature, and flyers   Create website examples/mock-ups within short deadlines to present to clients.   Implement websites that have already been designed or approved   Help with design / production of corporate Websites Freelance / Contract Poker Pro Magazine - Deerfield Beach, FL March 2006 to December 2006 Creative Director / Webmaster   Responsible for designing and maintaining all company websites to include E-commerce sites, PHP and ASP sites   Create flash intros and custom website layout monthly   Design custom catalogs, t-shirts, hats, magazine/website advertisements and custom logo's using Adobe Photoshop & Illustrator   Assist with IT responsibilities throughout the company Photo editing and reconstruction using Adobe Photoshop   Web design using .ASP, HTML, PHP, JavaScript and Flash   Update all database records weekly to ensure data is accurate and up to date Database Administrator/ IT Coordinator / Graphic & Web Design Don King Productions, Inc - Deerfield Beach, FL November 2004 to March 2006   Develop and Maintain Database programs Via Access   Responsible for Training employees using systems developed   Assist Director of International Sales with new marketing strategies   Design fight posters, program cards, t-shirts, hats, magazine/website advertisements and custom logo's using Adobe Photoshop & Illustrator Assist with IT responsibilities throughout the company   Photo editing and reconstruction using Adobe Photoshop   Web design using .ASP, ColdFusion, HTML, PHP, JavaScript and Flash Skills Graphic design, Illustrator, Integration, Wordpress, Excel, Microsoft office, Outlook, Powerpoint, Word, Photoshop, After effects, Premiere, Mac, Microsoft visual studio, Visual studio, Git, Javascript, Bootstrap, Php, Laravel, Adobe Creative Suite, Adobe Premiere, Adobe Premiere Pro, Lightroom, Photography, Social Media Marketing, Video Production Links http://@nine5four Additional Information COMPUTER SKILLS   Microsoft Office Suite: Word, Excel, Outlook,

PowerPoint   Microsoft Visual Studio, Visual Studio Express & Visual Studio Code   Windows knowledgeable 98 to Current   Mac OSX knowledgeable Lion to current   ADA Web Compliancy Knowledgeable   Server Skills: CPanel & WHM Knowledgeable, Linux Server Administrator (Centos)   Program Languages and Scripts: PHP, ASP, MYSQL, HTML5, CSS3, XML, JavaScript, Bootstrap 4, CSS Grid, Laravel, Joomla, WordPress, Magento, Grunt, SASS/LESS   MISC: BitBucket (GIT), Agile Knowledgeable, Slack, Google Analytics, Google Tag, Google Optimize Social Media Management: Instagram, Facebook, Twitter, LinkedIn   Web/Graphic Design: Adobe Photoshop, Illustrator, Flash, Dreamweaver, InDesign, Bridge, Adobe Lightroom, Adobe XD, Adobe Spark, InVision   Video Editing & Capturing: Final Cut Pro, Adobe Premiere, Adobe After Effects, Apple Motion, Adobe Audition (Video Sound Mastering and Editing)   Mobile Technology: Learning iOS Development (XCode & iOS 8 SDK)   CSS3, JS, and HTML5 optimization/minification WordPress/Joomla Integration and Custom Reconstruction   GIT Version Control | Grunt Task Runner | SASS/LES   Knowledge of multiple video formats & sizes   Pro Tools & Adobe Audition knowledgeable

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