

# ALEX GOHOREL

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## EXPERIENCE

### Director of IT

**TufAmerica | Oct. 2015 - May 2018**

- Designed and implemented a cost effective backup solution
- Developed custom database application to replace buggy legacy software
  - Wrote 60+ pages of technical documentation for database
  - Conducted multiple QA trials with staff and implemented feedback in final design
  - Oversaw company-wide effort of consolidating and improving metadata library
- Improved company productivity suite by leveraging cloud based tools for easier collaboration
- Developed automation tools to improve staff efficiency
- Redesigned and rewired network to improve throughput
- Designed and built new employee workstations

### Interim General Manager

**TufAmerica | May 2015 - Oct. 2015**

- Managed staff and day-to-day operations
- Fielded licensing requests and negotiated contracts
- Slashed expenses by cancelling unused or underutilized services and subscriptions
- Developed a strategic plan for optimizing delegation for hiring wave
- Oversaw payroll and hiring

### Product Manager

**TufAmerica | Sep. 2012 - May 2015**

- Coordinated the design, manufacturing, and promotion of merchandise
- Managed freelance audio engineers and graphic designers
- Developed product management tracking system that greatly improved organization
- Frequently worked on 10-20 projects at any given time
- Designed physical merchandise, digital advertisements, flyers, etc.
- Handled invoices and payments

### Founder

**Outlier Recordings | Sep. 2010 - Sep. 2018**

- Responsible for establishing and executing the company's business, sales, and marketing plan
- Directed the design and production of all releases and physical merchandise
- Designed and maintained company website
- Built and maintained relationships with industry professionals, publications, curators, etc.
- Booked and directed events, concerts, and festivals
- Negotiated and executing licensing agreements

## EDUCATION

### A+ IT Certification

CompTIA, 2018

### Regents Diploma

Delaware Academy, 2009

## SKILLS

HTML5/CSS3/JS

SCSS

Node.js

Electron.js

Git

Bash/Powershell/CMD

Processing (language)

Responsive Design

Project Management

Adobe Suite

Graphic Design

Branding

75+ WPM typist

Troubleshooting