

# ALEX GOHOREL

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## SUMMARY

Detail-oriented technology professional and digital multimedia specialist with 7+ years experience across a broad set of technical and creative practices. My diverse experience and passion for exploring the intersection of technology and design has enabled me to blend into a variety of roles and quickly get my hands dirty solving problems. I have extensive experience working remotely as well as with a team, and I can adapt and excel in either environment.

## SKILLS

Javascript (ES6)  
CSS3  
SASS/SCSS  
HTML5  
React.js  
Processing/p5.js

Node.js  
Express  
MongoDB  
Electron.js  
Git  
Bash/Powershell/CMD

Responsive Design  
Graphic Design  
Branding  
Adobe Suite  
Copywriting  
Audio Engineering

75+ WPM Typist  
Troubleshooting  
Computer Assembly  
Basic Networking  
Google Suite/MS Office  
Windows/MacOS/Linux

## EXPERIENCE

### Web Developer & Graphic Designer

Freelance, May 2018 - Present

### Director of IT

TufAmerica, Oct. 2015 - May 2018

- Developed a custom database application to replace legacy software
  - Dramatically increased speed and feature set
  - Wrote 50+ pages of technical documentation
  - Conducted QA trials and implemented feedback in final design
- Developed automation tools to improve staff efficiency
- Designed and implemented a cost effective backup solution
- Improved company productivity suite by leveraging cloud based tools for easier collaboration
- Redesigned and rewired network to improve throughput
- Designed and built new employee workstations

### Founder

Outlier Recordings, Sep. 2010 - Sep. 2018

- Established and executed 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.
- Organized, booked, and directed events, concerts, and festivals
- Negotiated and executed licensing agreements

### 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
- Designed physical merchandise, digital advertisements, flyers, etc.