



SAN DIEGO, CA | RELOCATING TO BURBANK, CA
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PORTFOLIO: WWW.GARYNORMAN.ME

SUMMARY

Adaptable and multifaceted digital creative with six years of experience in design, three years experience in integrated content marketing, a history of growth, and a proven track record of taking on roles with increasing responsibility. Has hard skills in video production, video editing, web development, web design, audio recording, audio mixing, motion graphics, graphic design, color correction, photography, and videography. Dependable and organized team player with the ability to communicate effectively and efficiently. Skilled at building relationships with employees across all levels of an organization and making critical decisions during high-pressure challenges.

WORK EXPERIENCE

COUNTRY REBEL CREATIVE TEAM LEAD | JUL 2016 - PRESENT

- Built out a video and audio production department and managed a team of video and motion graphics editors through multiple creative projects
- Lead all aspects of production from pre-production to post-production and publishing of a 4 day | 32 artist | 120 song recording session, out of state
- Produced, directed, and edited musical performance videos that have gained over 80 million views on Facebook and YouTube combined
- Grew the Country Rebel YouTube channel to 170K+ subscribers and designed all of the thumbnail artwork on the channel
- Collaborated with a content writer to narrate a series of short, animated, informational videos that reached over 8 million views on YouTube and grew the channel to 65k+ subscribers
- Organized signed guitar giveaways to boost social media growth for both company and talent resulting in a 27% rise in subscribers month over month
- Helped manage company computers, websites, Facebook groups, creative assets, workflows, video archives of footage and final deliverables
- Designed media kits for advertising packages and one-pagers to gain interest in Country Rebel recording sessions
- Created supporting social media artwork for music artists like Lynyrd Skynyrd, Gavin Degraw, and Love and Theft

TECHNOLOGY USED

HTML5 / CSS3 / SASS / JAVASCRIPT / PHP / JQUERY / NPM
GULP / GIT / PHOTOSHOP / ILLUSTRATOR / INDESIGN
PREMIERE PRO / DAVINCI RESOLVE / AFTER EFFECTS
LIGHTROOM / GOOGLE SHEETS / MICROSOFT OFFICE

MIVA.COM ECOMMERCE WEB DEVELOPER | APR 2015 - JAN 2016

- Developed and presented custom-coded solutions for eCommerce websites using MIVA's SaaS system for creative service clients
- Advised clients about SEO, social media and eCommerce best practices while also applying them to their websites
- Interacted with clients directly through Kayako support software
- Developed features to Smart Design templates which positively increased the user experience

BR4SS INC. INDEPENDENT WEB CONTRACTOR & PRODUCTION DESIGNER | OCT 2014 - JUL 2016

- Built a responsive, custom-themed eCommerce website using WordPress and WooCommerce
- Played an integral role in re-defining the overall look and feel of the brand driving web traffic up 20%
- Created web and print materials used for social media marketing and distributor acquisition

U.S. NAVY QUARTERMASTER SECOND CLASS PETTY OFFICER | OCT 2007 - OCT 2011

- Safely navigated the 2.5 billion dollar warship, USS MAKIN ISLAND, around S. America to be commissioned in San Diego, CA
- Served as Navigation Department Work Center Supervisor managing lower-ranking sailors in day to day ship operations
- Served as Navigation Department Training Petty Officer establishing a weekly training plan for shipmates ensuring operational readiness for the ship

EDUCATION

THE ART INSTITUTE OF CALIFORNIA - SAN DIEGO | 2015
BACHELOR OF SCIENCE
WEB DESIGN AND INTERACTIVE MEDIA