

# Anthony James Padavano, Multimedia Specialist

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## LINKS

[Portfolio](#), [ETCETERA4](#), [Luxury Elevates](#), [UltiTool Media](#), [Alien: Low-Budget Remake](#)

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## PROFILE

Creative Multimedia Specialist with 10+ years of experience in viral multimedia storytelling, marketing strategy, and content lifecycle management. Achieved +17.5M views and raised \$2M across nonprofit and commercial projects. Skilled in cross-platform strategies, UI/UX design, and campaign optimization, driving audience growth by 35% and ROI by 325%. Proven leader in team collaboration and data-driven performance enhancements, delivering innovative solutions that combine creativity and measurable results.

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## SKILLS

Storytelling	UI/UX Design
Content Creation	Web Development
Digital Marketing	SEO Optimization
Creative & Technical Tools	Performance Analytics
Social Media Management	Project Management

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## EMPLOYMENT

2023 — 2024

### Digital Marketing Manager, Miami Dade College Foundation

- Campaign Strategy & Execution:** Designed and executed targeted digital marketing campaigns, increasing donor engagement by 32% and surpassing fundraising goals during key periods.
- Content Creation & Distribution:** Produced multimedia storytelling content, including videos and social media posts, that elevated the foundation's visibility and drove a 28% increase in click-through rates.
- Website Overhaul & Management:** Rebuilt and optimized the foundation's website, resulting in a 38% growth in traffic and a 22% improvement in donation conversions.
- Social Media Growth:** Developed a robust social media strategy that boosted engagement rates across platforms by 23%, ensuring alignment with organizational goals.
- Collaboration & Training:** Trained team members on advanced analytics tools, leading to a 20% efficiency boost in reporting and campaign adjustments.

2011 — Present

### Multimedia Specialist, AJP Media Arts

*Arts in Boca, Boca Ballet Theatre, Carboard Movie Company, Forward Funding, Flux Media, Lockbox Capital, Luxury Elevates, MindFinity, Nintendant, South Florida Luxury Real Estate, Spartan Permits, StrategicLever, Swamp Ape Review, Transcend Cosmetics, UltiTool Media*

- Viral Multimedia Content Creation:** Produced engaging video, audio, and visual campaigns, achieving over 17.5M views and driving \$2M in client fundraising and revenue growth.
- Marketing Integration:** Developed innovative marketing strategies for clients, integrating SEO and paid media to achieve a 290% return on investment for key campaigns.
- Website Design & Management:** Launched and managed websites, utilizing tools like WordPress and custom HTML/CSS to achieve a 42% increase in user engagement and a 30% improvement in site speed.
- Data-Driven Campaigns:** Conducted performance analysis and A/B testing to optimize campaigns, resulting in a 27% boost in engagement and higher ROI across client portfolios.
- UI/UX Enhancements:** Delivered intuitive designs for client platforms, increasing customer satisfaction rates by 26% and achieving a 35% retention rate improvement.

2015 — Present

### Instructor, Various Campus Communities

*Miami Dade College, Keiser University, Nova Southeastern University, Young Harris College, Tarrant County Community College, Broward College, Palm Beach State College, Florida Atlantic University*

- Teaching & Curriculum Development:** Designed and delivered composition courses, with 85% of students achieving above-average grades. Instructed 100+ graduate and undergraduate courses, engaging a diverse student body of 2,000+ individuals.
- User Experience & Interface Design:** Applied UX principles to create inclusive and accessible materials, leading to a 92% student approval rating in feedback surveys.
- Project & Digital Management:** Managed the course lifecycle from concept to completion, achieving a 97% course completion rate across multiple semesters.
- Design & Multimedia:** Enhanced lectures with multimedia tools, driving a 22% increase in engagement and earning positive reviews for creative visuals.
- Data-Driven Optimization:** Refined teaching methods using performance analytics, resulting in a 24% improvement in student retention and engagement.

2007 — 2018

## Project Manager, Majestic Design

- **Project Planning & Execution:** Spearheaded 50 construction projects for commercial and residential clients from concept to completion, ensuring 90% were delivered on-time, within budget, and met quality standards.
- **Digital Media Integration:** Collaborated with marketing teams to produce project visualizations and promotional materials, including 3D renderings and video walkthroughs, enhancing client engagement and securing a 25% increase in repeat business inquiries.
- **Stakeholder Management:** Built and maintained strong relationships with commercial and residential clients, subcontractors, and suppliers, achieving an 88% satisfaction rate.
- **Risk & Quality Management:** Implemented risk mitigation strategies tailored to the construction industry, reducing project delays by 15%. Oversaw quality control processes, ensuring 93% of projects met or exceeded client and industry standards.
- **Strategic Thinking & Leadership:** Led construction teams on complex projects, promoting collaboration, efficient resource allocation, and achieving project efficiency improvements of 20%.

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## HIGHLIGHTS

### Amp Lab Media: Innovative Media Studies

A nonprofit YouTube channel for media studies, featuring the ongoing series “Object Lesson,” which examines the role of objects in cinema and storytelling. Investigates philosophical questions like, “Does examining everyday objects help us better understand the nature of reality?” Directed and produced video content, managing the full content lifecycle while optimizing for audience engagement and increasing reach by 42%.

### Boca Ballet Theatre: Nonprofit Digital Transformation

Rebuilt, rebranded, and redesigned the website and social media channels for Boca Ballet Theatre, a nonprofit organization. Managed and ran ad campaigns during COVID-19, driving funding and enabling the school to produce a remote performance, ensuring its doors remained open. These campaigns significantly boosted community engagement and donor contributions during a critical time.

### Forward Funders: Scalable Marketing Overhaul

Transitioned Forward Funders from an in-person cold-calling model to a fully digital marketing approach. Designed and executed social media and Google Ads campaigns, achieving a 328% return on investment. Established and managed their digital presence, driving consistent lead generation and enabling scalable growth through innovative advertising strategies.

### MET4MORFOSES: Multilingual Digital Non-Linear Storytelling

A multilingual, speculative adaptation of Western and Eastern Tradition narratives investigating cultural phenomena through multimedia storytelling. Explores questions like, “Will the ongoing evolution of language bring societal progress? Does translation unite through shared understanding?” Produced interactive digital content, integrating UI/UX design and cross-platform strategies to engage diverse audiences and spark meaningful dialogue.

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## EDUCATION

2015 — 2018

### M.F.A. Creative Writing, Florida Atlantic University

2010 — 2014

### B.A. English Literature, CUNY College of Staten Island

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## CERTIFICATIONS

2023 — 2024

### Full-Stack Developer, Meta

2022 — 2023

### UX Design, Google

2022 — 2023

### Digital Marketing & E-commerce, Google

2022 — 2023

### Project Management, Google