

TROY FRUIA
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OBJECTIVE

My primary goal is to obtain a position with a strong, progressive company where I can fully utilize my knowledge and experience as a designer and creative marketing specialist.

NOTABLE ACHIEVEMENTS

- Fundamental in establishing a local Internet solutions provider through corporate branding and proven marketing strategies, in addition to playing a vital role in the company's development.
- Instrumental creating the design and marketing approach to www.HoustonConnect.com (v1.0), a dynamic online social network website, while working with a team of Internet specialists.
- Essential in the design and development of the Realister, a dynamic online real estate application that provides real estate companies with the opportunity to promote new property sales online. Also conducted product testing, viability research and upgrades through versions 1.0 to 3.5.
- Established productive project work-flow processes and procedures for a prominent Internet solutions provider, in order to more efficiently manage a multitude of clients in a timely and professional manner.

EXPERTISE

- Excel at producing effective online marketing solutions as a result of exceptional ability to promptly identify the client's target audience and satisfy the customer's sales goals through clear communication and proven development strategies.
- A comprehensive understanding that online marketing solutions must merge existing corporate branding with current cross-media marketing promotions to create a cohesive and balanced presentation that combines content and functionality as well as a crisp, professional design.
- Skilled at developing comprehensive wireframe diagrams and information architecture (IA) in order to enhance project design and development.
- Efficient working alone or with a team to effectively produce quality online marketing solutions that empower clients to take full advantage of every facet of their industry through proper brand recognition and product placement.

RELEVANT SKILLS

Adobe Photoshop CS3	HTML/XHTML	Advanced CSS	Macromedia Flash Pro
Adobe Illustrator CS3	Corel Draw 10	Dreamweaver 4	SWiSH 2.0
W3C Compliance	MS Word	PowerPoint	MS Excel

I am also familiar with Basic ASP and JavaScript functionality.

WORK EXPERIENCE

Ten years experience at conceptualization, design, development, implementation and project management of commercial web sites and internet marketing solutions, as well as corporate branding, identity and corporate marketing promotions.

TopSpot Internet Marketing Solutions

Web Designer

August 2009 to February 2010

Conceptualization and design of business-to-business (B2B) web sites based on direct client interaction, Search Engine Optimization strategies and proven advertising techniques, while coordinating with a large team of technical professionals.

Designed and prepared PowerPoint presentations and marketing brochures as an added value service to the clients.

I360 Tech Labs

Multimedia Developer

April 2000 to August 2009

Conceptualization, design, development and implementation of business-to-consumer (B2C) web sites based on direct client interaction and coordination with programmers and developers in a fast-paced, time-sensitive environment.

Complete project management to coordinate the client and the production team in order to achieve the desired marketing result, while maintaining focus on the client's corporate identity and current marketing objectives.

Comprehensive preparation, design and refinement of user interface specifications utilized by programmers to develop complex back-end managers and content management tools.

Quality production of print-related graphics, logos and sales marketing materials, in order to provide a full service of options to suit the client's needs.

Freelance Designer

November 1999 to Present

Design and development of many types of print media and Internet graphics: web sites, logos, online animation, intranet UI, magazine ads, brochures, mailers, business cards, event tickets and much more.

EDUCATION

University of Houston, Houston, Texas

Major: Journalism/Creative Writing - May 1989

Primary Focus: Advertising Layout and Design/Marketing

Letters of recommendation and references are available upon request.