

Thom Williams

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OBJECTIVE

Searching for the appropriate organization that will utilize my vast array of innovative design talents while positioning me for a creative leadership role within their structure to take avail of my various people and business management skills. As a team player I fit right into an environment. I also have the ability to be self managed and take off with a single person task.

CORE COMPETENCIES

Design * Photography * Web * Media * Marketing

- Professional photography for product, event, portrait, and aerals
- GUI for web, interactive media, Film & TV
- Web conceptual design, implementation, E-com, maintenance & SEO
- CSS , HTML, SHTML, XHTML, Spry, Java script, Action script
- New media / multimedia design, scripting & interactive applications (Director and Flash)
- Innovative graphic design for print, web, interactive and broadcast
- Large format and museum exhibit design
- Professional color correction for print, web, interactive, and broadcast
- Digital asset management and archival storage techniques
- PowerPoint, PDF presentation design and presentation coaching
- Logo, identity and branding development
- Teaching, training, computer based learning
- Public relations, media relations, press releases, mat releases
- Marketing and merchandising
- Music composition, scoring, editing, production, and sound effects

SELECT ACCOMPLISHMENTS

- Over 20 years experience in multi-platform full color professional digital pre-press design and vendor relations
- Won numerous national awards for; photography, expo booths, merchandising displays, museum exhibits
- Won six major awards (including The Point's Top 5% of All Web Sites) as Web designer since, currently beta tester for major products
- Won numerous service awards with SC Government that saved thousands of tax dollars from process innovations
- Served as Co-Chair of the Sarasota County Government Enterprise Communications Council and served on the Internet Strategic Committee..
- Managed staff of 25 employees, handled all HR functions; recruitment, firing, motivation, scheduling, payroll and more
- Conceptual designs, image development and identity branding based on best business practices, proven demographics and marketing principles, some clients using products for over 20 years due to bullet proof design

WORK EXPERIENCE

Animal Healings – Sarasota, FL 2010 to present
Animal Communication & Reiki Healing

EDUCATION

- Platt College of Design, Southern CA., Associates Degree in Art
- 12 Continuing Education Credits from NAPP
- Professional development courses for business and people management
- ISS National emergency management system courses

ASSOCIATIONS

- NAPP National Photoshop Professionals
- PPA Professional Photographers of America
- IVAA International Virtual Assistants Assoc.
- Honorary Board Member of 1in8.Org,
- Kensington Park Civic Association & Community Building

SOFTWARE KNOWLEDGE BASE

Photo Editing/Imaging/DAM

- Adobe Photoshop CS5 Master Suite Collection
- OnOne MaskPro 4
- OnOne Genuine Fractals
- OnOne Photoframe 3
- Sitegrinder 3

Position: Owner / Partner

Developed business plan, designed Animalhealings.com web site, PowerPoints, marketing materials, national media relations, press releases, and nonprofit business planning and policy management.

VirtualAssistant.com - Sarasota, Florida

1991 - Present (formerly Digartz.com)

A graphic design, web, multimedia, marketing, it, public relations, communications, media relations and administrative assistance service firm.

Position: Founder, VA & Creative Director

VirtualAssistant is an administrative assistant business that specializes in client driven expert green graphic and web design, marketing, media, audio/video production services, scalable for any size business. Offering top customer service since 1991 with administrative assistance, graphic and web site design, interactive media/flash, photography, image editing, marketing/advertising, interactive/PowerPoint, video/3D animation, music/sound services, digital fine art and more.

- Saved thousands of dollars for long term and short term customers since 1991 of all types of design oriented projects.
- Provided on-location stage and product photography for Vegas based Entertainment company
- Numerous complete web site redesign and full maintenance, SEO, merchandise design and marketing. Saved thousands of dollars compared to previous vendor.
- Research, develop and designed eight large format tri-displays for the Selby Foundation's 50th Anniversary celebration, meeting budget/timeline and exceeding expectations, still on display.
- Redesign web sites for major bottled water company, creating & maintain 30 web sites, SEO, merchandising, marketing campaigns, press releases, expo booth design, large format vehicle wrap designs. Saved client tens of thousands of dollars in first year compared to their previous vendor. (Under budget expectations by 40%.)
- Develop and design extremely successful "Fill the Holes" marketing campaign for FMIC, distributed to millions of consumers in banks and finance offices in all 50 states and worldwide. Sales increase of 33% in first 30 days of release nationally, program still in use.

Sarasota County Government - Sarasota, Florida

1997 - 2008

Public Communications

Position: Photographer/Graphic Artist/Media Relations

Award winning graphic designer with Parks, History Center, Libraries, Cooperative Extension, - Over ten years designed and produced hundreds of cost saving, customer rated 99% satisfied, 4 color pre-press, books and multi-page publications, photo calendars, brochures, bookmarks, door hangers, large format museum quality exhibits, web sites and interactive media.

- Saved tens of thousands of tax dollars by re-designing Parks events booklets and brochure publishing
- Designed Sarasota County History Center exhibits and promotional materials for seven years. Resulted in highest exhibit attendance records ever, cost savings of thousands of dollars per exhibit with improved quality by printing large format exhibits in-house.
- Hired and trained graphics interns and in-house assistants for Parks and other county departments.

Photographer – County's only event photographer, photojournalist, product

- Nik Color Efex2
- Autofx DreamSuite
- Snap Art
- Adobe Lightroom 3
- Rawshooter
- Photoshop Album 3
- Corel Painter
- Adobe Illustrator CS5
- Adobe Fireworks CS5
- Wacom Tablet
- Iview Media Pro 3

Web /Interactive Programs

- Adobe Dreamweaver CS5
- Adobe Flash CS5
- Adobe Director CS5
- MS Frontpage
- Sitegrinder 3

Graphic Design / Layout

- Adobe InDesign CS5
- Adobe PageMaker
- QuarkXpress
- CorelDraw X3
- Adobe Acrobat Pro
- Adobe Designer 7
- Aldus freehand

3D Modeling / Animation

- Carrara 2.0 studio
- Infini-D
- trueSpace3
- Stratra 3D
- Extreme 3d
- Amapi 3D

Video Production/Editing

- Adobe Premier CS5 VideoStudio
- FinalCut Pro CS5
- Ulead Video
- Roxio Video Wave
- Cinemagic
- Quicktime Pro

Audio/Music Production

- Cakewalk Sonar X1
- Arturia MoogV
- Arturia Prophet Vi
- Dimension8
- SONIC MAXIMIZER

photography and staff portraits.

- Published photos in media outlets countrywide and in the annual national Sustainable / Green Technology energy calendar.
- Investigated, purchased and implemented a digital file archival system with text searchable catalog, which saved thousands of dollars and hundreds of gigs of server space that were already crashing from user overload.
- Gallery framed and mounted over 40 of my photos for permanent display in two major county administration buildings. Saved over four thousand tax dollars by outputting, mounting and gallery framing all in-house.

Media Relations – In the later media support role for press releases and ads, media focus groups, media relations training .

- Saved thousands of dollars with innovative ideas, measures and cost cutting suggestions with daily media clipping procedures and several other media support role operation procedures within the first 3 months.
- Increased daily production of hundreds of staff with rollout of Sharepoint RSS feeds, media and file sharing, plus Intranet / Extranet development
- Staffed Crises desk in the Emergency Operations Center for hurricanes and fire for all levels of emergencies for over ten years dealing 1-on-1 with national, regional and local media reps (CNN, ABC, NBC, CBS news)

Access19TV - Operated camera and designed title animations.

- Saved the taxpayers \$1,000 with each animated 10 second 3D or Flash title clip I produced in-house for airing on Access19TV shows.

- Roxio Audio
- Creative Labs Wave Studio

Administrative/ Utility

- Microsoft Office
- PowerPoint
- Access
- Outlook
- Sharepoint
- Frontpage
- Excel
- Onenote
- Groupwise
- Eudora Pro
- Lotus Smartsuite