

W . D A N M . S P E A R S

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MULTIMEDIA DESIGNER / WEB DEVELOPER / CONTENT MANAGER

Leading National Distributor/Business/Government/Organization

Visionary, solutions-driven Media Professional with extensive hands-on background directing effective multi-media, web, and print development.

- Outstanding relationship builder, skilled at quickly gaining and maintaining the trust and respect of C-level executives, staff, strategic partners, and clientele.
- Leverage wide ranging talents in multimedia technology and staff leadership, to effectively infuse new ideas and provide project deliverables on-time and within budget.
- Solid record of achievement building and aligning organizations with strategic media objectives to achieve dramatic bottom-line results.

KEY COMPETENCIES

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|-----------------------|---------------------------|-------------------------|
| ▪ Design Consultation | ▪ Team Management | ▪ Needs Analysis |
| ▪ Name Branding | ▪ Logo Development | ▪ Sound Editing |
| ▪ Web Development | ▪ 3D Graphics Development | ▪ Photography |
| ▪ Flash Animation | ▪ Mentoring | ▪ Staff Training/Hiring |
| ▪ Staff Supervision | ▪ User Interface | ▪ Content Management |

SELECTED ACCOMPLISHMENTS:

- Successfully developed an award-winning website consisting of 12 sites and numerous projects meeting all stringent deadlines and high-quality content delivery. Achieved 52 project deliverables, 32 more than originally planned, 9 months ahead of schedule.
- Participated in the creation of a state-of-the-art, user-friendly and versatile Content Management Tool for Web Managers that allowed them control and management of their own website content.
- Participated in the creation of Marketing Data Base for Southern Wine & Spirits of America that allowed suppliers to list their products for SWS sales increasing profitability.

PROFESSIONAL EXPERIENCE

SENIOR DESIGNER/CONSULTANT/OWNER

June 2004 – Present

SpearsHere Newman, CA

Small successful business ran out of my home. Please request/review Client Testimonials

- Developed and Designed professional websites using PHP shopping carts for up and coming startups
www.hitchamate.com
- Provided “eye-candy” and web (HTML CSS DNN .net) training for senior staff at Company West
www.cowestdesigns.com/
- Brought vision and consultation to apparel company supplying Suzuki motor sports, Arai helmets, and Ducati
www.teamcrewwear.com
- Consulting a variety clients, pulling together a consortium of talents and services delegating their needs within budgets and deadlines
- Providing 13 years of High Tec knowledge and experience to create the solutions my clients desire
- Managed “Nation’s Best Carpet Care” (NBCC) three year advertisement budget including seven half page yellow book ads, website development, Fleet graphics, flyers, labels, business cards, Company shirt designs and other promotions
www.nationsbestcarpetcare.com

PROFESSIONAL EXPERIENCE CONTINUED

MULTIMEDIA DESIGNER/CONTENT COORDINATOR**November 2000 – December 2004**

Southern Wine & Spirits of America, Inc., (SWS), Hayward, CA

Single largest distributor of wine, spirits, beer and other non-alcoholic beverages in the United States.

- Developed professional presentations for high level executives in the project proposal stage and provided weekly status updates.
- Designed 3D graphics, Flash-based interfaces (and other UI), sound editing, animation, educational, interactive flash movies, multimedia presentations, photography, and content management for the award-winning website and high-end clients. <http://www.spaceseekers.com/sws/>
- Provided supervision, training, and mentorship to junior level designers.
- Played a critical role in the strategic layout and workflows for “Marketing Database” and “Content Management Tool” web applications. The “Marketing Database” worked as a sales tool providing 3D views of the product, printable material, as well as food pairing and product summaries.
- Served as administrator and content coordinator for 12 remote sites and numerous related projects, quickly assembling a team to meet stringent deadlines and avoiding potential production problems.
- Created and conceptualized the SWS logo.
- Utilized Bryce 3D to redesign the SWS flat logo to a multimedia logo used for Diageo presentations. <http://www.spaceseekers.com/diageo/>

SENIOR MULTIMEDIA DESIGNER/WEBSITE DEVELOPER**June 2000 – October 2000**

SpinAway, San Mateo, CA

An eBusiness Solutions provider.

- Provided 3D graphics, Flash-based interfaces (and other UI), sound editing, animation, educational, interactive flash movies, and multimedia presentations.
- Created and conceptualized the SpinAway logo, letterhead, business cards, and website.
- Developed corporate identities for several clients including; Union City Chamber of Commerce, Spectra Chip, and GelPak.

WEBSITE DEVELOPER**December 1998 – June 2000**

Infolane Corporation, Fremont, CA

A website, design, development, hosting, and maintenance provider for business, government and organizations.

- Provided 3D graphics, Flash-based interfaces (and other UI), sound editing, animation, educational, interactive flash movies, multimedia presentations, a wide range of photography, and content management for Government/City websites and many various clientele.
- Developed a flash interactive map for the City of Emeryville displaying key points of their city which resulted in an additional contract to develop all of their sites in flash.
- Developed a flash map for a top-notch restaurant in Milpitas to address their poor location which increased sales.
- Provided consultation services to Infolane and clients on the design and project scope on websites and business identity changes.

EDUCATION

Associates in Multimedia Communications and Presentations (1996)

Masters Institute – San Jose, California

TECHNOLOGY

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|-----------------------|---------------------|--------------|
| ▪ Adobe Acrobat | ▪ Adobe DreamWeaver | ▪ .net |
| ▪ Adobe GoLive | ▪ Adobe Fireworks | ▪ DHTML |
| ▪ Adobe Illustrator | ▪ Swift 3D | ▪ HTML |
| ▪ Adobe InDesign | ▪ Flix | ▪ DNN |
| ▪ Adobe PageMaker | ▪ Lightwave | ▪ CSS |
| ▪ Adobe Premiere | ▪ Bryce 3D | ▪ CMS |
| ▪ Adobe After Effects | ▪ Sound Forge | ▪ Cute Ftp |
| ▪ Adobe Photoshop | ▪ MS Office Suite | ▪ PHP |
| ▪ Adobe Flash | ▪ Mac OS X | ▪ DotNetNuke |