

## Résumé:

### Anthony Navarre

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**Navarre Multimedia**  
www.navarremedia.com  
[tony@navarremedia.com](mailto:tony@navarremedia.com)

Web Development • Web Design • Multimedia • Technology-Assisted Learning • Database Design

## PROFILE

Intensive 4-year academic preparation in multimedia, earning a **BA from The Pennsylvania State University** in the field of Integrative Arts, followed by 5 years of professional experience in development of rich multimedia projects. Providing consultation, custom software, and standards-compliant custom websites to clients in varying industries.

- ❖ Highly Adept in preparation scalable, standards-based online materials & applications
- ❖ Well Prepared for working with design, multimedia, or online projects at varying pace, in varying capacities, with skills applicable to all phases of media production
- ❖ Aptly Experienced in sales and marketing for products, services and brand recognition of varying type and target market

## PROFESSIONAL EXPERIENCE

2007-Present      Collegiate Furnishings, State College, PA

Contact Info:

### Web Developer & Organizational Communications Consultant

**Technologies:** PHP, MySQL, XHTML, CSS, Ruby on Rails

Research, design & implement the retooling of retail website ([www.roomdoctor.com](http://www.roomdoctor.com)), adapting an existing in-house database to provide more streamlined publication of product data. Guide employees and managers alike in adopting best practices for publishing to the web.

Tom Meade, CEO

866-766-6362 (P)

[tom@rta-furniture.com](mailto:tom@rta-furniture.com) (E)

### Key Achievements:

- ❖ Redesigned site's underlying architecture, using standards-based (X)HTML & CSS to better expose content to search engines, facilitating growth in traffic from 3,992 visitors in October of 2007 to 11,787 visitors in August of 2008.
- ❖ Repurposed site's "navigation architecture," adopting a catalog-centric approach to sitewide navigation, leading to a precipitous drop in bounce rate from over 63% in October of 2007 to an average of less than 33% ever since.
- ❖ Set in place company's product copywriting practices for search-engine-optimized online marketing, still in use today.
- ❖ Supervised summer internship program with full-time web assistant, providing our intern with a crash course on best practices in object-oriented programming, (X)HTML, CSS & project management.

**PROFESSIONAL EXPERIENCE****(continued)**

2001-2005

R-Cubed Productions, Philadelphia, PA

*Contact Info:***Web Developer / Assistant Editor / Video Technician**

**Technologies:** PHP, MySQL, QuickTime, XHTML, CSS, FinalCut Pro  
 Assist in on-location shooting for weddings and webcasts as camera operator and technician. Edit weddings, webcasts and other projects, most frequently in the role of chief editor. Manage digital assets and apply emergent technologies to enhance or expedite production practices.

Ryan Ritchey, Producer

877-508-3796 (P)

[ryan@theDigitalLifestyle.tv](mailto:ryan@theDigitalLifestyle.tv) (E)*Key Achievements:*

- ❖ Successfully completed more than 30 video projects for a variety of clients, ranging from corporate video projects to weddings and even video webcasts, working actively in both production and post-production ([www.rcubedproductions.com](http://www.rcubedproductions.com)).
- ❖ Single-handedly developed The Flux 3-Word Review Widget for users of Mac OS X "Panther" (version 10.4 or later), helping to drive traffic from under 300 daily visitors to an average of more than 1000 daily visitors in March of 2005 (site no longer active).
- ❖ Led development of custom content management system in PHP & MySQL for writing and rating movie reviews, and publishing QuickTime video clips along with their credits.
- ❖ Adapted content management system for mining movie reviews and film resource listings from existing database and converting them to a library accessible on any 3<sup>rd</sup>-generation or higher Apple iPod.

*Summer, 2004*Flash Animation Viewable @ [www.navarremedia.com/animation/index.html](http://www.navarremedia.com/animation/index.html)

De-Yu Schools in Taiwan

Addison Wu, Director

(011-866) 3-365-8593 (P)

*Fall, 2006*

Mount Nittany Vineyard &amp; Winery

Centre Health Network, LLC

*Spring, 2007*[www.mtnittanywinery.com](http://www.mtnittanywinery.com)[www.centrehealthnetwork.com](http://www.centrehealthnetwork.com)

Joe &amp; Betty Carroll, Owners

Dr. Scott Dehart, Director

1-814-466-6373 (P)

1-814-234-4142 (P)

[sales@mtnittanywinery.com](mailto:sales@mtnittanywinery.com) (E)[info@centrehealthnetwork.com](mailto:info@centrehealthnetwork.com) (E)**TECHNICAL SKILLS**

*Expert* in (X)HTML, CSS, PHP, Ruby on Rails, MySQL, Apple's Keynote & Pages, and Quicktime Pro.

*Highly proficient* with Adobe Fireworks, Photoshop, Dreamweaver, Apple Final Cut Pro, and Mac OS X.

*Skilled* with Adobe Flash, XML, XLST, JavaScript, Media 100, most Windows operating systems, Microsoft Office, and Adobe Acrobat & Distiller.

Advanced Internet skills.

For examples of previous work, please refer to **online portfolio** at [www.navarremedia.com/design](http://www.navarremedia.com/design).