

PAUL TRUSIK

INTERACTION+WEB DESIGNER

Objective

To seek opportunity in a creative professional team environment that harness new developmental research focusing on the latest web standards and technology required to keep end-users engaged with rich, interactive web content.

Work Experience

- 2014 – present **Director of Web Services**
Bild & Company, Tampa, FL
Responsible for long-range direction of digital planning and development internally, and externally, for all senior living industry clients. Daily tasks include web-based facets such as: UX front-end design/back-end programming, lead generation & data capture, social media & email marketing campaigns, web metrics reporting - establish technical vision for all leading aspects of company's digital services.
- 2010 – 2014 **Front-end Web Developer/Designer**
University of South Florida Library, Tampa, FL
Creative lead in conceptualizing, designing, and executing the best possible website experience with a focus on user interface development as well as social marketing endeavors. Work includes developing partnerships with other USF units around campus, advising & executing strategies to engage student/faculty awareness of digital services, and promote library programs & initiatives to community.
- 2001 – 2010 **Online Creative Manager**
AVI-SPL, Tampa, FL
Worked with in-house web development team responsible for all facets of web creation, including graphics, layout and functionality for 16+ sites. Continue to advise on web strategies, goals, functionality, aesthetics, available resources, and project timing for web publishing in support of overall corporate marketing goals.
- 2000-2001 **Graphics Assistant**
CH2M Hill, Tampa, FL
Worked with technical drawings in Freehand & Illustrator for print media.

Additional Work

- 2003 – present **Freelance / Consulting**
PaulTrusik.com
Additional client list and project portfolio available online.

Contact Information

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Education

Major: **Communication**
Minor: **Computer Info Systems**
Bachelor of Liberal Arts & Sciences
The University of Tampa | 2001

Skills

Web Development	HTML
Web Design	CSS
Video Editing	Javascript
Illustration	PHP
Internet Marketing	ASP
SEO	SQL
Adobe Creative Suite	Form Management
Hootsuite	Wordpress CMS
Hubspot	Email Marketing
Google Analytics	WooCommerce
Apple iWork	Facebook Ads
Microsoft Office	Twitter Ads
Mac OS	
Windows	

References

Available upon request