

David Edward Kroblen

www.davidkroblen.com

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Summary: 5+ years of Multimedia Design, Creative Directing and Website developing freelance experience. Extensive experience in creating Websites from concepts of layout and design to launching. Extremely motivated individual with the ability to multi-task effectively and produce high level quality work.

Skills: Photoshop, Illustrator, QuarkXpress, Fireworks, Flash, Director, Authorware, Dreamweaver, Ultra 2, HTML, SQL, Acid Pro, Sound Forge, Vegas, DVD Architect, Pro Tools, QuickTime Pro, Painter, 3ds Studio Max

Experience: **David Edward Kroblen - Philadelphia, PA**

Web Developer/Designer, Multimedia Designer, & Creative Director January 2000 to Present

- Retain diverse industry clients to create original art and graphic layout of content, banners, logos, and merchandise using Flash, Dreamweaver, Photoshop, DVD Architect and Fireworks.
- Incorporate interactive elements and e-commerce initiatives' including shooting writing script, shooting video on location and against a green screen, and editing pieces in post production using Ultra 2, Vegas, Acid Pro and QuickTime Pro.
- Develop e-commerce sites using HTML, Javascript, and SQL which allow viewers to purchase products and services online to allow a secure payment process with SSL Certificates.
- Perform technical coding, review, and testing using DHTML and Javascript. Review and testing using different platforms and the industry standards in the top web browsers.
- Collaborate directly with CEO's to conceptualize, design, and launch Internet sites furthering company multimedia goals on projects, which included www.kimberlygarrison.com, a Speaker, Columnist and Fitness Trainer, and www.steppstewart.com, the CEO of Dynamite National Talent Competition
- Created and developed a Web Site and DVD release Launch Party for www.kimberlygarrison.com for her Fit In Fifteen DVD.
- Organized a website launch party, which included creating an email marketing campaign with posters and flyers publicizing the event.
- Created, designed, and produced a quality multimedia interactive media piece which was displayed on media screens at the launch party to entertain and engage views as they arrived. Photoshop, Ultra 2, Acid Pro, Vegas, and QuickTime Pro were the technology used to create this piece.

Kinko's - Mount Laurel, NJ

Branch Manager 2001 - 2002

- Oversaw the operations of the store to ensure quality service and effectively handling of products and money.
- Trained new staff members and managed the employees during shifts
- Consulted with clients to create digital outputs and document creations that met their request

Kinko's - Norfolk, VA

Project Manager 2000 - 2001

- Operated both PC and Mac operating systems using software such as QuarkXpress, Photoshop, Illustrator, and Acrobat to produce quality digital outputs and documents for clients.

The Housekeeper - Virginia Beach, VA

Owner 1992 - 2000

- Oversaw and managed the success of a business by developing a marketing planning, hiring and training all personnel, managing client accounts and handling all clerical responsibilities
- Developed a marketing strategy and ad campaign using "value-pack" that would reach clients in a specific target market that assisted to build up the company reputation.
- Established and maintained account information system, balancing checkbook register, generating payroll, accounts payable.

Education: **The Art Institute of Philadelphia, Philadelphia, PA**

Associate of Science Degree in Interactive Media Design, December 2006

Tidewater Community College, Virginia Beach, VA

Information Systems/Network Engineer, 1989 - 1990