

LeRoy Dee Golden II – Résumé

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Professional Summary

Experienced marketing professional with 12+ years in numerous aspects of traditional and digital marketing communications; an accomplished project manager & creative with strong background advertising and information technology.

Recent Accomplishments

- Created print and web campaign = 600 leads in two years
- Member of RFP contract team = \$9M-11M annually
- Implemented 12+ site videoconferencing network
- Created campaign recognizing more than 300 donors annually

Professional Skills

- Graphic Design & Media Production
- Creative Direction & Project Management
- Technical Support & Training
- Verbal, Written & Visual Communicator
- Organizer, Team Builder & Motivator
- Ability to Make Complex Ideas Simple
- Outgoing & Relationship Focused

Employment History

2006 – Present

Communications Director – Pathways Youth & Family Services, Inc., Austin, TX

- Support general marketing communications for 12 branch offices.
- Create conference schedule, manage staff & strategy for events.
- Assist grant writer in creating and responding to grant requests.
- Manage all mass email communications and PPC ad campaigns.
- All creative & coding for web sites, banner ads, print advertising & literature.

2004 –2006

Director of Marketing – Legacy, Inc., Austin, TX

- Created first web site and supporting PPC ad campaign in Texas for recruiting foster families. www.beafosterparent.com (2004)
- Oversaw national conference schedule and associated direct mail/print add.
- Oversee all advertising and marketing for 20 customer accounts.

2002-2004

Self-Employed – Yo Leroy! Marketing & Media., Leander, TX.

- Freelance Designer, Copywriter & Marketing Consultant.
- Provide turn-key marketing services for small businesses and non-profits.
- Branding, Web Development, SEO, Billboards, Print Ads, Trade-show Displays

1999-2002

Creative Director – Compu-Care Management & Systems, Inc., Austin, TX.

- Design, write and produce all literature, direct mail and web sites.
- Develop & Execute direct mail and print ad campaigns.
- Create, manage & staff conference schedule and events.
- Coded User Interface and Navigation for web applications.

1996–1999

Technical Design Developer – *Holt, Rinehart & Winston, Inc., Austin, TX.*

- Create & Prepare high-resolution artwork for textbook production.
- Created curriculum & trained staff of 50+ designers on Photoshop, Illustrator & Quark.
- Launched and managed company's first Intranet.

Sr. Support Specialist – *Holt, Rinehart & Winston, Inc., Austin, TX.*

- Support base of 80 creative professionals using high-end publishing workstations.
- Research, Test and Implement new hardware & software infrastructure.
- Launched and supported 100+ national sales force laptop/printer packages.
- Resolve technical support issues escalated by other support personnel.

1995–1996

Technical Support Specialist – *Apple Computer, Inc., Austin, TX.*

- Troubleshoot Apple software & hardware issues with school faculty, corporate staff and individual users from around the world.
- Selected to resolve escalated Customer Relations calls.
- Performed graphic design for Apple's K-12 web site.

Education & Training

2003 – Austin Community College – Austin, TX – AAS, Visual Communication (3.6 GPA – Scholastic Leadership)

2008 – Network Solutions SEO Workshop

Professional Recognition

2001 – CEO Appreciation Award – Compu-Care Management & Systems

1998 – Commitment is to Excellence (CITE) Award – Holt, Rinehart & Winston

1997 – Employee Recognition Award – Holt, Rinehart & Winston

Software, Technical & Creative Skills

- 15 years experience using and supporting high-end hardware, software and related technology
- 15 years building web sites (HTML, CSS, minor scripting)
- Expert skill level in Photoshop, Illustrator, Dreamweaver and Microsoft Office
- Campaign Monitor, Survey Monkey, Adwords, Google Analytics, Wordpress
- Accomplished creative with extensive portfolio.

About Me

Most call me Dee, but I borrow the French meaning of my first name (King), as motivation to be a leader and example for those around me. I enjoy staying active, spending time outdoors with my family, staying current with technology, industrial design and politics, while my free time is spent volunteering at church and coaching youth sports teams.

Some Projects:

<http://www.pathway.org> (Current Employer – All Concepts, Design & Copy)

<http://www.safamilyendeavors.org> (Freelance Design)

<http://www.jbrlandscaping.com> (Freelance Design)

<http://www.areyoulookingforme.org> (Concept, Design, Copy, PPC)

<http://www.leroygolden.com> (Personal Blog)

References available upon request