



# ANTHONY ARANHA II

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## SUMMARY

A top-performing Web Design & Creative Specialist credited with combining design, marketing and client relations expertise to deliver innovative creative campaigns in highly competitive business markets. Strong expertise in developing cutting edge concepts to support client needs.

## EDUCATION

**Florida Agricultural and Mechanical  
University Tallahassee, FL  
Bachelor of Science Degree in Graphic Design 1996**

**March. 2016 - Present** Florida Atlantic University, Boca Raton, FL  
***Assistant Director - Web***

Lead web interface designer in the office of Marketing/Communications for the division of Student Affairs. Serving a dual role in web and print design. Responsible for innovative designs for web and print branding for the division. Maintain web and university standards across all mediums. Consult with various schools throughout to promote events, develop campaigns and provide concepts to maximize student engagement.

**Environment:** Mac OX and PC, Adobe Creative Suite 6/5, Four Winds Interactive, Microsoft Office Suite, OMNI content management, Bootstrap.

**April. 2015- Dec. 2015** Strativo Group, LLC., Boca Raton, FL  
***Creative Director***

Consulted with clients on branding, web design and print needs. Created concepts, developed graphics and managed production of collateral including social media based on client needs. Served as a representative for client procurement in networking functions. Set up client domains, email and content management systems. Responsible for tutoring clients on specified content management systems.

**Environment:** Mac OX, Adobe CS6 and Creative Cloud, Todist, Evernote, Bluehost, Muse, PowerPoint, HootSuite, Facebook, Google+, and Google Pages, Twitter, Instagram

**Jan 2012 - April 2015** Systemax, Miami, FL  
***Web Designer***

Managed, code and present all Microsoft related web campaigns on Systemax retail and B2B web properties, including TigerDirect.com, CircuitCity.com, CompUSA.com, & GlobalGoved.com. Duties include presenting campaign concepts to Microsoft product vendors. Manage production schedules to coordinate with retail and B2B development managers to insure deadlines are kept. Utilize .asp, jquery, css, javascript and html to develop campaign pages. After contract ended, became a full member of marketing team and managed all Systemax vendor campaign development.

**Dec. 2009 - May 2011** TLO - Technology Investors, LLC, Boca Raton, FL  
***Webmaster***

Webmaster for TLO internet and intranet websites. Managed and designed web elements for affiliate companies/organizations ([www.spcalition.org](http://www.spcalition.org)). Utilized XHTML with LAMP (w/PHP) software to code for company web projects. Worked as technical liaison for the IT and art department to coordinate web deployment to insure corporate standards across website, multimedia, & trade show platforms. Provide IT support and labor for tradeshow. Worked with the sales team to perform software demonstrations with the company sales teams to generate leads for the software.

**Environment:** Windows7, LAMP (Linux, Apache, PHP, MySQL), Tortoise SVN, JQuery, Javascript, Corel Draw Suite X4, CS5 Web Premium Package (Photoshop, Dreamweaver, Flash, Fireworks), Firebug, Notepad++



**Oct. 1999 - Dec. 2009** EbidRx, LLC formerly Group Purchasing Systems, Boca Raton, FL

***Web Designer***

Designed and managed the production of company visual presence on the internet and print. Managed quality control of in-house sales data processing. Oversaw the retrieval, processing, and troubleshooting of millions of sales data records via Datajunction & Pervasive software to assist Healthcare facilities to recover losses due to purchasing errors. Responsible for designing and programming web interfaces for customer use. Also, provided support during customers during the RFP and bid process. Provided large format print materials for Tradeshows and Sales team educational materials.

**Environment:** .Net 2.0 runtime environment using ASP.NET, MSSQL Server 2000 and 2008, Telerik . Net Developer tools, Tortoise SVN, Adobe Cs3(Photoshop, Flash, Illustrator, Dreamweaver, Fireworks, Acrobat), Swish, Corel Draw, Visual Studio, Data Junction 6-7.0, Pervasive, MS Office (Word, Powerpoint, Excel, Access), CSS, Javascript, XHTML, .Asp, Vbscript, Joomla

**Mar. 1997- Oct. 1999** Database Technologies, Inc., Boca Raton, FL

***Developer and Graphic Designer***

Began in technical support assisting customers with software demonstrations and system troubleshooting. Received numerous customer recommendations for outstanding service. Moved to programming team to design software interfaces programming active server pages for product migration from client-side to the World Wide Web.

**Environment:** .Net 2.0 runtime environment using ASP.NET, MSSQL Server 2000 and 2008, Telerik . Net Developer tools, Tortoise SVN, Adobe Cs3(Photoshop, Flash, Illustrator, Dreamweaver, Fireworks, Acrobat), Swish, Corel Draw, Visual Studio, Data Junction 6-7.0, Pervasive, MS Office (Word, Powerpoint, Excel, Access), CSS, Javascript, XHTML, .Asp, Vbscript, Joomla

**ORGANIZATIONS**

Alpha Phi Alpha Fraternity, Inc. active member since 1993 - currently serving the Zeta Alpha Lambda Chapter of Fort Lauderdale (Alumni). - Held various executive roles to execute charitable works throughout the South Florida.

**AWARDS**

Alpha Phi Alpha Fraternity, Inc. **Brother of the Year** by the National Pan Hellenic Council of Broward County for Outstanding and Dedicated Service.