


# TREVER KOLTYS

Graphic Design / Multimedia / Marketing

## CONTACT

 [www.treverkoltys.com](http://www.treverkoltys.com)

 [trever@treverkoltys.com](mailto:trever@treverkoltys.com)

 313-575-8066

## EXPERTISE

GRAPHIC DESIGN

PRODUCT BRANDING

VIDEO PRODUCTION

SOCIAL MEDIA

B2B B2C MARKETING

EMAIL MARKETING

INTERACTIVE TRAINING

WEB MANAGEMENT

TECH CONSULTANT

TEAM MANAGEMENT

## SKILLS

Photoshop

Illustrator

Premiere

After Effects

DaVinci Resolve

Dreamweaver

InDesign

Storyline 360

Social Networking

Search Optimization

Google Analytics

Wordpress

WooCommerce

Webflow

Blog Platforms

HubSpot

Salesforce

CRM / Social Analytics

MS Office Suite

Windows IT

## ABOUT

Spanning a two-decade career in technology and design, I possess a diverse project portfolio that demonstrates my proficiency in leveraging cutting-edge technologies and software to achieve business objectives.

## EXPERIENCE

### Let's Roll Store - MARKETING / SOCIAL MANAGER

January 2024 - August 2024

- Revamping the company's digital presence.
- Comprehensive website redesign utilizing WordPress and WooCommerce, resulting in a user-friendly and visually appealing platform.
- Implemented a CMS to enhance sales and marketing efforts.

### Metro Wireless - MARKETING / WEB DEVELOPMENT

March 2022 - November 2023

- Complete brand overhaul for Metro Wireless. New Website!
- Modernized everything from product guides to PandaDoc quotes.
- Turned email blasts into sales leads and social media posts into customer interaction.
- Improved the customer response to our Google My Business page.

### DLive.tv - SOCIAL MEDIA MARKETING SPECIALIST

March 2019 - August 2022

- Collecting video clips, editing community content, and creating engaging video highlights across all social media platforms.
- Helped with assets for live streams and online promotions.

### MCM Learning - IT / INSTRUCTIONAL DESIGN

June 2012 - September 2023

- My IT leadership role, I've successfully contributed to broader business objectives through strategic project management, creative design, and effective marketing initiatives.
- I managed a team of designers that produced illustrated instruction manuals for our military stationed overseas.
- I took the lead, producing video spots for the automotive industry and the government sector.

### Millennium Digital - CREATIVE DESIGN MANAGER

October 2009 - April 2012

- I was accountable for preserving the company's overall image and promoting brand awareness.
- I successfully led a design campaign to increase awareness of all our products and services.
- Established a robust online presence for our products and services.
- Developed creative concepts and redesigned marketing materials.

## EDUCATION:

Aquinas Catholic High School '97

Henry Ford Community College Associates in arts and Telecommunications

CERTIFICATIONS: CIW Exam 1D0-410 Certified Internet Webmaster