


# TREVER KOLTYS

Graphic Design / Marketing / Social Media

## CONTACT

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### {EXPERTISE}

SOCIAL MEDIA

MARKETING

EMAIL CAMPAIGNS

GRAPHIC DESIGN

VIDEO PRODUCTION

WEBSITE MANAGEMENT

CRM SYSTEMS

PRODUCT BRANDING

INTERACTIVE TRAINING

TEAM MANAGEMENT

### {SOFTWARE / SKILLS}

Adobe Creative Cloud

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Adobe After Effects

Adobe InDesign

DaVinci Resolve

Storyline 360

SEO Practices

Google Analytics

Google Search Console

YouTube Studio

Wordpress

WooCommerce

Webflow

Blog Platforms

HubSpot

Salesforce

CRM / Social Analytics

Microsoft Office Suite

Windows IT

## ABOUT

I have a strong foundation in social media management, marketing strategies, and extensive experience in video editing and production. My proficiency in web development and deep understanding of CRM systems complement my creative skills exceptionally well.

## EXPERIENCE

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

January 2024 - August 2024

- Created total revamp of the company's digital presence.
- Led a comprehensive website redesign using WordPress.
- Implemented a Customer Relationship Management (CRM) to streamline and enhance sales and marketing initiatives.

### Metro Wireless - MARKETING / WEB DEVELOPMENT

March 2022 - November 2023

- Complete brand overhaul that included a totally new web presence.
- Modernized everything from product guides to customer quotes.
- Created information print material for our sales partners.
- Turned social media posts into customer interaction and sales leads.
- Improved the customer response to our Google My Business page.

### DLive.tv - CONTRACT SOCIAL MEDIA MANAGER

March 2019 - August 2022

- Improved web presence by editing community content, and creating engaging video highlights across all social media platforms.
- Created creative assets for live streams and online promotions.

### MCM Learning - IT / INSTRUCTIONAL DESIGN

June 2012 - September 2023

- I contributed to broader business objectives through strategic project management, creative design, and effective marketing initiatives.
- Managed a team of designers that produced illustrated instruction manuals for our military.
- Took the lead producing video spots for the automotive industry for large government contracts.

### Millennium Digital - CREATIVE DESIGN MANAGER

October 2009 - April 2012

- Updated the company's overall image and brand awareness.
- Led a design campaign to increase awareness of all our products and services online and at trade shows.
- Established a robust online presence for our products and services.
- Redesigned marketing materials and branding on proprietary internet technology devices.

## EDUCATION:

Aquinas Catholic High School : Graduated 1997

Henry Ford College: Coursework completed towards Associates in Telecommunications

CERTIFICATIONS: CIW Exam 1D0-410 Certified Internet Webmaster