

# TREVER KOLTYS

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## Digital Media Specialist

Experienced in both creative and technical sectors, I bring a robust skill set in managing social media, marketing, and video production. My expertise extends to web development and CRM systems, enhanced by a background that includes military contract work.

## Software & Skills

FULL Adobe Creative Cloud Suite, Figma, Canva, DaVinci Resolve, Storyline 360, Articulate 360, Google SEO, Webflow, Wordpress, Hubspot, Salesforce, ALL MS Office, Social Practices, SEO Practices, 3D, Video / Audio.

## EXPERIENCE

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### MARKETING / SOCIAL MANAGER

Let's Roll Store • [www.letsroll.store](http://www.letsroll.store) (January 2024 - August 2024)

- **Web Design:** Spearheaded a comprehensive website redesign on WordPress, enhancing user experience and brand visibility.
- **Video Production:** Designed and produced training videos for internal employee development, integrating testing and interactive learning modules.

### MARKETING / WEBSITE DEVELOPMENT

Metro Wireless • [www.metrowireless.com](http://www.metrowireless.com) (March 2022 - November 2023)

- **Web Development:** Comprehensive brand transformation, launching a fresh and dynamic web presence. Utilized my web development skills in Webflow and utilized tools to create more leads for the sales team.
- **Marketing:** Developed engaging informational resources tailored for both sales teams and customers, enhancing brand understanding and loyalty. Marketing assets including online, print, and PowerPoint.
- **Social Media Management:** Led social media management on platforms like Indeed and X, fostering direct customer interaction and community building.

### IT / INSTRUCTIONAL DESIGN

MCM Learning • [www.mcmlearning.com](http://www.mcmlearning.com) (June 2012 - September 2022)

- **Technology Lead:** Oversaw the deployment of all technology infrastructure (servers and software) to produce both MIL-SPEC and non-MIL-SPEC military manuals, ensuring seamless execution. Managed cutting-edge communication technologies to maintain effective collaboration of in-house and remote teams.
- **Team Design Lead:** Directed a design team in developing comprehensive, illustrated instruction manuals tailored for military applications. These extensive and intricate manuals, crafted using InDesign, incorporated three languages to ensure accessibility and precision.
- **Technical Illustration:** Utilized Fusion 360 and Adobe Illustrator to import 3D models of military vehicles and transform them into precise, detailed line drawings suitable for use in MIL-SPEC manuals.
- **Animation:** Utilized Fusion 360 to create blow outs for vehicle parts and simple animations for use in video and training assets.
- **Video Production:** Pioneered the development of high-quality video content for interactive military training.
- **Interactive Training:** Leveraged Articulate 360 to develop on-demand learning modules for interactive training for our military.

### SOCIAL MEDIA SPECIALIST (CONTRACT)

DLive.tv • [www.dlive.tv](http://www.dlive.tv) (March 2019 - August 2022)

- **Social Media Management:** Enhanced online visibility of this groundbreaking live streaming platform by curating and editing community content, producing video highlights for distribution on X and YouTube.
- **Video Production:** Developed innovative creative assets to boost engagement during live streams and for web-based promotional campaigns.

### EDUCATION

Aquinas Catholic High School : Graduated 1997 • Henry Ford College: Coursework Graphic Design & Telecom  
CERTIFICATIONS: CIW Exam 1D0-410 Certified Internet Webmaster