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Brent Norris

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Career Objectives

To listen and develop a deeper understanding of your needs and company culture. Collaborate, create and deliver business requirements based on same needs. Communicate and deliver projects and campaigns on time and under budget. Share my professional knowledge, skills and abilities in a manner consistent with your team's needs and corporate culture. Become your most valuable employee within five years.

Education | Training

09/1986 - Attended	Graphic Design School	Daytona State College
09/1997 - Attended	Communications Program	Northeastern University
1997 - Completed	UX Engineer Certification	Jakob Nielsen
1998 - Completed	Site Server Ecommerce	MSCE Certification

Employment

1991-1993 Ridgefield, Ct	Image and Video Editor	EarthSavers - DeskTop Software
1993-1995 Marlborough, Ma	Print Designer	Spin and Spirit Technologies
1995-1996 Boston, Ma	Icon Design for OS (1099)	NeXT Computing
1996-1996 Boston, Ma	Art Direction, Producer (1099)	Athena Design and DB&R
1996-1999 Foxboro, Ma	Design, Engineer, Webmaster	Intellution, Inc.
1999-1999 Norwood, Ma	Interactive Project Manager	Cramer Productions
1999-2001 Boston, Ma / NY	Corporate Trainer (1099)	Future Media Concepts
2001-2007 Hilo, Hi	Designer, Owner	Brent.FM
2008-2014 Hilo, Hi	Co-founder, Director	Green Collar Technologies
2014 - Present	Designer, Owner	Brent.FM

Educator / Presenter

Presented at dozens of national and international events at Universities, Fortune 500 companies, D.O.E. schools and N.G.O.s eg; Nike, Apple, Macromedia, Razorfish, FlashForward, Do It Best, Comdex, W3C, World Organization of Webmasters, Ulumau leadership series, KPMG. Taught over 10,000 students how to design and build websites in the Apple Marketing Center in Boston.

Knowledge and Abilities

- Mobile-First Strategies based on facts with measureable results
- Keen ability to accurately and quickly assess online business capabilities
- Able to identify revenue opportunities in changing market conditions
- Able to listen, analyze and share pathways towards increase revenue
- Fast-paced, deadline oriented magazine and print publication experience
- Fact-based, methodical proposal and budget creation
- Ability to present facts effectively to any audience in Ignite/TED formats
- Cross-channel social engagement and lead generation
- Strong creative design portfolio, art direction and project management experience
- Ability to lead seemingly disparate groups toward common goals
- Art direction, style guide and corporate messaging guidance and development
- Change management, corporate policy adherence and communication skills
- Ability to win large projects in competitive markets

Technical Skills

- Online webinars, complex collaborations with short attention spans
- Design, build and deploy responsive, search friendly websites daily
- Accurate SEO / SEM analysis in BING / Google Webmaster Tools
- Advanced traffic, goal and sales funnel analysis in Google Analytics
- Organic and fee-based inbound link campaigns
- Customer acquisition cost reduction strategies
- WordPress, Cpanel / Plesk, web hosting performance and security
- Google Apps / G Suite user provisioning and data and domain management
- Advanced usability engineering (UI/UX) and paper prototyping experience
- Agile project management, strong internal and external customer focus
- Nonviolent communication (NVC) and collaborative problem solving
- Ability to identify and target visitors and leads across domains and media
- Pay Per Action Video Advertising management across ad platforms
- Ability to read and understand government contracts and reporting requirements

Related Experience

- Strategic business planning (startups to Fortune 500s to exit strategies).
- Branding and public relations (style guides, press releases, logos and rich media).
- Facet-based Target market identification and acquisition
- Integrative inbound marketing with rich media and print advertising.
- Designed and developed hundreds of social networking profiles for businesses.
- Integrated RSS feeds for content publishing across dozens of channels.
- Developed high impact Facebook Advertising campaigns and business pages.
- Facebook Open Graph applications and micro data schemas in Wordpress / other CMSs.
- Created Instant Messaging application and website redesign for online dating service.
- Presented at dozens of national conferences eg; Flashforward, Comdex, W3C etc.
- Taught design and development classes on campus at Nike, KPMG, Razorfish etc.
- Presenter - Apple, Macromedia and Adobe for United Digital Artists in Boston.
- Produced web-based designs and applications delivered on WebTV hardware.
- Created a video wall display at RCN's headquarters in NY / Time Square.
- Packaged and delivered educational videos on Apple.com homepage.

Tool and Platform Experience

Google Adwords, Twitter Business Advertising, Facebook Ads, Pinterest Rich Pins, Google Hangouts, Skype, Flash, Fireworks, Open Source frameworks, HTML 5, Javascript, Adobe Air, PhoneGap, mobile-first and responsive designs, landing pages, Gravity Forms, Wordpress, Trac, Git, ERP, CRM, retargeting, Google Engage, CMS, Adobe Creative Suite, CRM, Hubspot, Moz, PageRank, SERPs, screencasts, online webinars.

References available upon request.