

TONY PHALEN

12742 Topaz St. | Garden Grove, CA 92845 | c. 714.604.7227 | e. tony.phalen@gmail.com

My goal is to obtain employment where I can showcase my strengths, be a team player as well as gain additional knowledge in my career. I have excellent communication, writing and problem solving skills. When presented with a volatile situation, I have the ability to stay calm while diffusing the issue. I am a quick study and always willing to learn new things.

Technical Applications

Expert	Proficient	Working Knowledge of
Adobe Photoshop, Illustrator, Dreamweaver	Adobe Premiere, InDesign, Acrobat	Javascript
Cascading Style Sheets (CSS)	HTML 5	PHP
Web Design	Pinnacle Studios 18	Solidworks
HTML Coding	Apple Mac Interface	
Search Engine Optimization		
Wordpress CMS		
Microsoft Office		
PDF Management		

Work History

CompetitionX

Garden Grove, California

Owner, Online Publication (2001-Present)

- Contact manufacturers regarding new products.
- Assemble, evaluate and write online reviews for new industry products provided by manufacturers.
- Create custom content for use on website.
- Create custom content for manufacturer's blogs.
- Attend industry events and provide media coverage for website.
- Collaborate with industry professionals regarding marketing and new products.
- Create videos for social media using Adobe Premiere Pro.
- Maintain website with daily updates received via e-mailed Press Releases.
- Research and execute current web marketing trends.

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Maplegate Media

42 Old Ridgebury Road | Danbury, Connecticut

West Coast Contributor for company publications (2015-Present)

- Contact manufacturers regarding advertising and new products.
- Attain, build and write reviews for new industry products.
- Work with industry professionals regarding their new products.

East Coast Editor for company publications (2013-2015)

- Contact manufacturers regarding advertising and new products.
- Attain, build and write reviews for new industry products.
- Travel to races and industry events and provide coverage for appropriate magazine.
- Work with industry professionals regarding their new products.
- Prep, direct and help create videos for social media.

West Coast Editor for company publications (2009-2013)

- Visit manufacturers regarding advertising and new product.
- Attain, build and write reviews for new industry product.
- Travel to races and industry events and provide coverage for appropriate magazine.
- Work with industry professionals regarding their new products.

Web Designer for company web sites (2009-Present)

- Manage the following sites: Airsoft Insider, Fly RC, RC Driver, MultiRotor Pilot, Drones, RC Boat, HeliPilot, Robot
- Maintain appropriate websites with daily updates received via e-mail.
- Compose online versions of magazine-based articles.
- Design and upload monthly magazine covers and TOC lists.
- Find and implement new web trends.

Graphic Artist (2009-2015)

- Create graphic work for print and web using the Adobe CS3 Software.
- Created graphic advertising banners for web sites using the Adobe CS3 Software.
- Photography work for print and web using the Adobe CS3 Software and a Nikon D50 Digital SLR

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Idearc Media (Now Dex Media)

3131 Katella Ave. | Los Alamitos, California

Web Developer (2008-2009)

- Created template-based Web Sites according to customer's requests using Adobe CS3 Software and a proprietary Netopia Software.
- Created custom Web Sites according to customer's requests using Adobe CS3 Software and Dreamweaver.

Associated Electrics, Inc.

26021 Commercentre Dr. | Lake Forest, California

Promotions Director / Marketing (2001-2008)

- Managed and directed promotional events for the company including event planning and marketing collateral development.
- Managed and directed events for the company at racing venues.
- Identified promotional programs and secured key partnerships.
- Lead marketing, consumer and trade meetings.
- Directed online strategy and web development.
- Managed promotional product support for events.
- Interfaced with trade customers to develop new customer base.
- Lead product evangelist and online community interaction.

Project Manual / Catalog Developer (2001-2008)

- Created User Manuals using Solidworks, Adobe CS3 Software, Microsoft Word and Excel.
- Created Catalogs using Solidworks, Adobe CS3 Software, Microsoft Word and Excel.
- Created Quick-Start, Troubleshooting and Safety Labels using Adobe CS3 Software.
- Created editable PDF setup sheets using Adobe Acrobat Pro.

Graphic Artist (2001-2008)

- Created graphic work for print and web using Adobe CS3 Software.
- Created graphic work for boxes and blister cards using Adobe CS3 Software.
- Photography work for print and web using Adobe CS3 Software and a Nikon D50 Digital SLR.
- Created Promotional work for print and web using Adobe CS3 Software.

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Verizon (Now Dex Media)

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Print, Web and E-Commerce Developer (1988-2001)

- Created advertising for the phone books using Adobe Photoshop, Illustrator and Streamline.
- Created template-based Web Sites according to customer's requests using a proprietary Netopia software.
- Created E-Commerce sites/add-ons, according to customer's requests, using a proprietary Netopia software.

References available upon request