

# TONY PHALEN

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## Skills:

- Proficient in the Adobe CS4 Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat).
- Proficient in Cascading Style Sheets (CSS).
- Proficient in Web Design.
- Proficient in HTML Coding with some knowledge of Java and PHP.
- Proficient in Search Engine Optimization.
- Proficient in Wordpress Content Managed Systems.
- Proficient in Microsoft Office (Word, Excel, Power Point).
- Proficient in PDF Management.
- Proficient in additional Web Site utilities - Core FTP, 1st Page 2000.
- Excellent communication, writing and problem-solving skills.
- Excellent customer service skills with the ability to stay calm while diffusing customer service issues.
- Willingness to always learn something new.

## Experience:

### Maplegate Media

650 Danbury Road : Ridgefield : Connecticut : 06877

East Coast Editor for company publications (2013-Present)

- 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, MultiRotor Pilot, Drones, RC Boat, HeliPilot, Robot
- Maintain appropriate web sites 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.

### Idearc Media

3131 Katella Ave. : Los Alamitos : California : 90720

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 : 92630

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.

## **Verizon**

3131 Katella Ave. : Los Alamitos : California : 90720

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