

MIKESUSSMAN

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FREELANCE WEB DESIGN BUSINESS

Fourteen years of custom website design and authoring for small and medium size business clients, utilizing hand-coded HTML, CSS, and PHP. No WYSIWYG editors needed. Sites optimized with current SEO techniques. Website graphic design using a variety of applications including Adobe PhotoShop and Illustrator. Maintenance of clients' web hosting services. Managed AdWord campaigns and experience with custom mySQL database creation and manipulation. Some past and present clients include:

- Hampton Homes of SC, Inc.
- Diamond Homes of Florida
- A Southern Touch Gifts
- Energized Media Relations
- LCS Media
- Filters Fast Local Service
- PSTV Alumni Association
- Phi Epsilon Alumni Corporation
- Fred Warren Realty
- Carolina Coolers

SOCIAL MEDIA

- Actively blogging for over a decade, with expertise on both Blogger and WordPress.
- In addition to creation of various Facebook Pages and Groups, administered the public Facebook presence for large government agency (19,000 employees).
- Launched branded Twitter presences for several organizations.

BROADCAST TELEVISION EXPERIENCE

Creative Services Manager

Charlotte-Mecklenburg Schools Television | Charlotte, NC February 2008 - June 2010

Responsible for all creative output from CMS Television, the video production department and cable television station for Charlotte-Mecklenburg Schools. Station webmaster and graphic artist. Advanced operation of school system's website content management system (Microsoft SharePoint). Video encoding and technical maintenance of the district's online internet video streaming services (Granicus). Administration of district's social media components including Facebook and Twitter.

- 6th largest online video content producer on Granicus system within six months of launch

Creative Services Senior Producer

WAXN-TV | Charlotte, NC

September 1998 – February 2008

Creative Services leader for independent local television station. Managed all day-to-day department operations, supervised projects, and administered workload among employees. Chief branding officer, leading decisions on key marketing strategies across multiple media platforms. Head creative writer, responsible for developing attention-grabbing promotional marketing campaigns designed to increase ratings and improve station brand awareness. Advanced operation of station's website content management system.

- National Addy Award - the highest accolade in the advertising industry
- Promax Gold Medallion - the highest accolade in the promotions industry
- 2 Emmy Awards (4 nominations)

Commercial Producer

WPTZ-TV | Burlington, VT - Plattsburgh, NY - Montreal, PQ

August 1996 – September 1998

Commercial Videographer

WMDT-TV | Salisbury, MD

August 1995 – August 1996

Graphic Artist / Floor Director

WNNE-TV | White River, VT

December 1994 – August 1995

EDUCATION

State University of New York at Plattsburgh
Mass Communication: Bachelor of Science, 1994

REFERENCES

linkedin.com/in/mikesussman | More available upon request