

TODD KELLEY

WEB x VIDEO x GRAPHIC MARKETING SPECIALIST

ABOUT

I am a multi-discipline design creative with a versatile and focused skill-set. I have a balance of creative and technical skills, with a current emphasis on motion graphics and video. I'm passionate, resourceful and driven. I live and breathe the process of creative. I never stop trying to learn new innovative ways to translate the client's vision to print or motion.

EDUCATION

Radio, Television & Film
San Jose State University
San Jose, CA. / 1988 - 1994

SKILLS

Photoshop	
Illustrator	
After Effects	
InDesign	
Muse	
Dreamweaver	
Final Cut Pro X	
Keynote	
Wordpress	
Video Editing	
Motion Graphics	
Video Effects	
Camera Operating	
Audio/Sound	
Lighting	

REFERENCES
AVAILABLE

CONTACT

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WORK EXPERIENCE

Web & Video Marketing Specialist

ARC Document Solutions / Walnut Creek, CA. / 2009 - Present

Design and develop web pages and emails for products and campaigns and edit, stage and maintain company websites inside of Wordpress and html/css/js on AWS servers. Shoot, edit and produce videos for company products and the customers who use them. I've adapted my project process to be mobile so I can edit on location when video shoots require travel.

Contractor: Marketing Campaigns and Promotions

Documentum / Pleasanton, CA. / 2007 - 2009

Designed and coded micro-sites and email templates for campaigns and focused promotions. Worked closely with Corporate Marketing to translate printed materials for online. Created and updated the Corporate presentations and created standardized assets for presentations, as well as printed pieces

Design, Presentations & Proposals

General Dynamics / Santa Clara, CA / 2006 - 2007

Initially brought in to manage the established digital portion of the branch's printing office. I set up a design studio office to handle everything from videotaping company events and providing web streams, to taking official passport photos and visually cataloging damaged hardware for company records. I was later assigned to the Proposal Teams to help ensure all strict proposal guidelines were being met. A lot of info graphics and copy needed to be precisely laid out to government specifications.

Graphics & Presentation Specialist

BMC Software (formally Marimba) / Mountain View, CA / 2000 - 2001

Hand-picked by the Vice President of Corporate Marketing from my previous employer to become the graphics and presentations Czar. I became an influential part of the corporate rebranding of the company and preparing it for IPO. Designed and restructured the company intranet to give the Sales Team quick and easy access to presentations, data-sheets and product brochures.