

Dave Burt

daveburt806@verizon.net • 610.500.4117 • www.linkedin.com/in/daveburtphila • bigwavedave.net

Experienced Interactive Project Manager and Designer

I'm an interactive and print media professional interested in applying my extensive agency and corporate experience to help solve problems and streamline processes for a corporate design department.

SKF USA Inc. | Lansdale, PA – Creative and Design Contractor

7.2020 - present

Continued project, vendor and budget management in a contractor role for SKF USA Marcom department. Original concepts, design and copywriting for print, POS and interactive.

SKF USA Inc. | Lansdale, PA – Team Leader, Creative and Design

2.2017 - 6.2020

Delegate projects, manage budgets, and interface with clients and vendors to improve workflow/efficiencies in Marcom department. Conceive and design print, event and interactive materials for all U.S. markets.

- Established a system of interactive PDF forms and brochures to eliminate or reduce printed materials, creating annual savings of approximately \$40,000.
- Designed and produced a mining trade conference web site, brochures and supplementary materials; streamlined project production to realize savings of approximately \$20,000.
- Introduced e-newsletter design, development and analytics capabilities to in-house marketing department, broadening company's ability to reach customers effectively.

Harris, Baio & McCullough | Philadelphia, PA

8.1993 - 1.2017

Director of Interactive Media

11.2002 - 1.2017

- Recognized the need for an Interactive Department in 1998, and took the initiative to create the department at HB&M that:
 - Generated over 2 million in annual billings, both in new business & expanded services to existing clients.
 - Employed a full-time staff of four with additional freelancers.
- Mastered new web software applications and best practices to clarify for HB&M senior management the opportunities inherent in providing interactive services to clients.

Art Director to Senior Art Director

8.1993 - 10.2002

- Supervised design projects from inception to completion, delegated work within art department.
- Original concepts and designs for TV and print ads. Original illustrations for clients such as Subaru and Exide Batteries. Rendered storyboards for TV.
- Web designs for new client sites. Worked with programmers and developers to optimize new technology.

Previous Experience

Francisco Communications, Phila.; Gyro, Phila.; Group Two, Phila.; The Bloom Agency, NYC; Gem Studio, NYC

Education

Colgate University, B.A. – Major in mathematics, minor in studio art.

School of Visual Arts, New York, NY – Design & illustration courses.

Technical Skills	Expert	Advanced	Basic
Adobe Suite CC	Photoshop, InDesign Illustrator, Dreamweaver	Google Web Designer	Edge Animate
Programming	HTML, CSS	Bootstrap, PHP, HTML5	Javascript
Email Clients	Act-On, ExactTarget	Constant Contact	Mail Chimp
CMS	Tridion	Wordpress, Drupal	
Video Editing		iMovie	Final Cut

Project Management: Project scope, estimates, budgeting, time tracking, testing, go-live, maintenance

Analysis and SEO/SEA: Google Analytics, Adwords, Places, Maps, SEO best practices