# Stanton K. Souza

**Interactive Marketing Specialist** 

Email: stanton.souza@gmail.com

Website: http://www.stantonsouza.com

Phone: # (808) 497-3883

Address: P.O. Box 10822, Honolulu, Hawaii 96816















Stanton K. Souza, an Interactive Marketing Specialist with a background in online marketing communications is currently seeking a position in marketing or related department to help your company reach its business and fiscal goals.

Having experience in project management & creative services, he has proven ability to create successful marketing campaigns that leverages the power of design through visual communication. With a creative & technical background that includes web/print design & concepting, to website development, UX Design, online advertising, copywriting, eNewsletters, to SEM/SEO, and photography, he can provide the marketing tools & creative solutions necessary to help reinforce business and marketing objectives.

His strengths are Design Communications and push/pull marketing. His weaknesses are cheap coffee and reality ty, especially cheap coffee with reality ty. He likes to fish, surf and swim, and is also an avid quitarist.

**Technical Skills/** 

### **Software Proficiency**

Adobe CS4 Creative Suite: Photoshop,

Website Design



### **Awards**

Dreamweaver, Illustrator, Flash, InDesign, Premiere

- Microsoft Office 2007
- Various CMS Systems
- Various Marketing Tools: Google & Adobe
- Various Social Media platforms

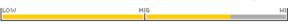
#### **Programming Proficiency**

- XHTML, CSS, Javascript
- AJAX, Actions cript
- PHP, MySQL
- Comfortable with hand coding

### **Website Development**



### Online Marketing/Advertising



### **Mobile**

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# Work Experience

### **Interactive Marketing Specialist**

Supernatural Media

Period: March 2007 - January 2013

Job type: Freelance

Freelance Interactive Designer providing strategic online marketing communications.

- Custom built commercial websites.
- Custom Email Marketing.
- SEO placement, mostly organic.
- Social Media / Inbound Marketing, planning & execution.
- Online Display Advertising Campaigns.

### I.T. Manager / Webmaster

**Atlantic International University** 

Period: March 2011 - August 2011

Job type: Fulltime

Lead creative strategic development for Distance Learning initiatives aimed at improving student experience.

- Design & develop distance learning online resources.
- Improve overall user experience for students.
- Create usability reports to increase localisation.
- Manage several internet switches and routers, helpdesk support.

■ Resolve technical/graphical website issues.

# **Ecommerce Manager / Graphic Designer**

ResortQuest / Aston Hotels & Resorts

Period: March 2005 - February 2007

Job type: Fulltime

Lead Ecommerce Department to reach Sales & Marketing Goals.

- Support senior marketing managers with national campaigns.
- Lead design & development of digital marketing.
- Manage department staff.
- Manage monthly consumer email communications.
- Graphic design for various print collateral.

### Interactive Designer

**MVNP / Firefly Interactive** 

Period: November 2003 - January 2005

Job type: Fulltime

Design and develop various interactive projects for local corporate clientele.

- Manage parent site and sister site for HVCB.
- Create display advertisements animated and static.
- Various programming support where needed.
- Website Design updates for Starwood Hotels & Resorts.
- Work with Account Executives and Creative
  Directors to develop project scope.

### **Marketing Coordinator**

**Dream Cruises Hawaii** 

**Period:** June 2000 - Sep 2003

Assist Marketing Director with marketing initiatives for increasing tours and activities.

- Manage website content and updates.
- Work with internal staff to create detailed

Job type: Fulltime

descriptions of activities and tours.

- Design Marketing/Advertising collateral in Japanese and English.
- Create quaterly marketing reports and presentations.

## **Education**

### **University Of Hawaii At Manoa**

Computer Science Major / School of Arts & Sciences 2000-2003

Studied various disciplines within the computer science field, mostly related to programming. Also took many graphic arts electives courses.

### Kapiolani Community College

Liberal Studies Program 1998-2000

## **Work Portfolio**

### **Selected Clients**

Here is a short list of various work I have done for freelance clients & employers.

- Piano Planet; Graphics Design, Email
  Marketing, Programming Support, SEO
- <u>Hawaii Hardwood Flooring</u>; Website Redesign,

### **Selected Works**







<sup>\*</sup> Please note that this is a snapshot list of previous employers and duties, inquire for complete list. Mahalo.

#### Website Development, SEO

- AlU; <u>Landing page design</u>, and development.
- AAF-Hawaii; monthly email correspondence
- Piano Planet; <u>Email Flyer Design</u>
- Wholesale Merchandise; <u>Display Advertising</u>
  <u>Units</u> (I.A.B.compliant)





