

# RESUME

Job Status: Available

# Stanton K. Souza

Interactive Marketing  
Specialist

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## Personal & Professional Profile

**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 tv, especially cheap coffee with reality tv. He likes to fish, surf and swim, and is also an avid guitarist.

## 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, Actionscript
- PHP, MySQL
- Comfortable with hand coding

## Website Development



## Online Marketing/Advertising



## Mobile



# 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.

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## **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.

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## **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.

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## **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 quarterly marketing reports and presentations.

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

## Education

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### 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.

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### 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
- [Hawaii Hardwood Flooring](#); Website Redesign,

### Selected Works



Website Development, SEO

- AIU; [Landing page design](#) , and development.
- AAF-Hawaii; [monthly email correspondence](#)
- Piano Planet; [Email Flyer Design](#)
- Wholesale Merchandise; [Display Advertising Units](#) (I.A.B.compliant)

