

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/ Awards

Software Proficiency

- Adobe CS4 Creative Suite: Photoshop, 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 Design



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.

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

Job type: Fulltime

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

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

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
- [Hawaii Hardwood Flooring](#); Website Redesign, Website Development, SEO
- AIU; [Landing page design](#) , and development.
- AAF-Hawaii; [monthly email correspondence](#)

Selected Works



- Piano Planet; [Email Flyer Design](#)
- Wholesale Merchandise; [Display Advertising](#)
[Units](#) (I.A.B.compliant)