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Employment History

President / Creative Director

Swerve Communications Group, LLC; Tampa, FL (2009 – Present)

- Managed the daily operations of an advertising and creative communications agency including: accounting, client management, marketing strategy, and overall creative direction for our company and the clients we represent
- Successful in developing and managing new branding and communications plans for various businesses and organizations
- Strategically coordinated the planning, development, quality, and delivery of various creative service

Graphic/Multimedia Designer

PAR, Inc. (Psychological Assessment Resources); Tampa (Lutz), FL (Nov. 2007 – Present)

- Main source for creative direction for marketing collateral for various multimedia venues including: print (catalogs and direct mail), web (existing online presence and development of new presence), multimedia efforts (videos, tradeshow displays, etc.)
- Provided valuable knowledge in improving various processes and workflows to making production more efficient
- Integral in the rebranding of PAR along with the continuous of PAR's new online presence and various social media strategies
- Represented department on various committees including PAR's web development and iPhone APP development committees

Graphic Designer / Production Assistant

Merit Advertising Corp.; Ocala, FL (May 2004 – Dec. 2004 & Oct. 2005 – Nov. 2007)

- Designed and created campaigns and resources for use by a wide range of clients including: catalogs, periodicals, newspaper & magazine ads, direct mail, online, and other multimedia formats
- Developed and managed various online presences for various companies and organizations
- Worked directly with clients in tailoring advertising solutions that were affordable and effective

Radio Personality / DJ

Rock-it Productions; Ocala, FL (Jul. 2004 – Jun. 2007)

- Hosted/Produced multiple nightly radio shows for "Rock-it Radio" on Daystar 89.5 FM (26,000 Watt station - Covering 1,000,000 people in Central Florida)
- Designed program schedule with different segments that increased listener participation and feedback through listener driven phone and email segments

Education

University of South Florida - Tampa, FL

- Bachelor of Arts in Communication
- Maintained a 3.7 GPA
- Completed degree while working full-time at PAR, Inc. and Swerve Communications Group, LLC

Central Florida Community College - Ocala, FL

- Associate of Arts in Mass Communications
- Completed degree while working full-time at Merit Advertising Corp.

Skills & Abilities

- Project management and creative direction, copy writing, and day-to-day business management skills
- Knowledge and expertise in various creative software programs including the Adobe Creative Suite (CS3 & CS4)
- Excellent communication skills as an experienced in public speaker, radio host, and writer

Community Involvement

- Segment co-chair of the Emerge Young Professional Program of the Greater Tampa Chamber of Commerce
- Plans and coordinates monthly volunteer projects for young professionals

You can learn more about me, view samples of my work, read testimonials,
and connect with me at my website, www.chris cervellera.com.