

MARKETING & COMMUNICATIONS PROFESSIONAL

Experience

Manager of Marketing & Member Services

The Appleton Group, Inc. (Subsidiaries: TAGLaw®, TIAG®, & TAG Academy); St. Petersburg, FL (July 2010 – Present)

- Directed the creation and implementation of marketing and public relations content in domestic and international B2B marketplaces (Distribution channels: print, web, social media, interpersonal presentations, and multimedia)
- Cost-effectively directed and managed teams of off-site creative/design professionals, web developers, and other vendors
- Increased web traffic across all company websites (on some sites the increase was more than 20% greater than prior year)
- Successfully implemented a social media program to increase brand awareness and communication among members of the TAGLaw and TIAG organizations
- Integral in the planning and on-location execution of professional service conferences and events (lawyers & accountants) in the United States and internationally (Canada; Switzerland; and Rio de Janeiro, Brazil)
- Led and moderated conference sessions, both on-stage and online, covering topics such as: marketing and business development in a professional services business/marketplace
- Implemented a variety of software solutions, business processes, and initiatives company-wide to reduce costs and save time

President & Founder / Creative Director

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

- Formed company as an additional source of income by providing marketing and communications services to a variety of clients
- Successfully and profitably developed and managed branding, marketing, and communications plans for various businesses and organizations

Graphic / Multimedia Designer

PAR® (Psychological Assessment Resources, Inc.); Tampa (Lutz), FL (Nov. 2007 – July 2010)

- Primary source of creative direction for marketing collateral for various multimedia channels including: print (catalogs and direct mail), online (website and development of social media presences), multimedia (videos, tradeshow displays, etc.)
- Provided valuable knowledge and training to improve various processes and workflows to make 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 – Nov. 2007)

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

Education

University of South Florida - Tampa, FL

- Bachelor of Arts in Communication

Central Florida Community College - Ocala, FL

- Associate of Arts in Mass Communications

Skills & Abilities

- B2B marketing and public relations expertise (domestic and international marketplaces)
- Management and direction of marketing and creative projects, processes and personnel
- Excellent communication skills as an experienced copywriter, public speaker, and on-air radio presenter
- Knowledge and expertise in various creative software programs including the Adobe Creative Suite (CS3, CS4, & CS5)

Community Involvement

- Former Segment co-chair of the EMERGE Program of the Greater Tampa Chamber of Commerce (2010)
- Volunteer with the United Way program Hands on Tampa Bay

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Recomendations

In my career as a marketing and communications professional, I have had the opportunity of serving a lot of people and companies. Below is a collection of testimonials from some of them.

“The artistic abilities, project dedication & wide range of experience set Chris Cervellera apart from the competition. I don’t know of anyone that would have been willing to work ‘overnight’ to help me complete a design when I was in a jam. It was sincerely appreciated.

I would not hesitate to recommend him to any company or individual seeking advertising or communications assistance.”

—Ryan Gummer; President; Secure Foundation Systems, Inc.; www.securefsi.com

“Chris Cervellera first came to work for our organization six years ago, fresh out of high school and eager to learn. His mastery of computer programs and aptitude to pick up on things very quickly made him the top candidate for the position. Chris’ unique creative style and technical abilities made him a valuable part of our firm. Sadly, after a year, Chris left our organization to pursue another career path in South Carolina. When his priorities had changed, he returned to Ocala and I hired him again without hesitation. His responsibilities and role in the organization changed as well, as he began handling his own accounts, client contact and art projects. Chris’ consummate professionalism and charismatic personality shine, while I believe his portfolio speaks volumes about his design abilities. Chris has many fresh ideas to help shake up what has become such a stale and monotonous task, advertising and marketing. I am more than proud to recommend Chris Cervellera for any marketing needs you may have. I am confident that he would be a true asset to helping your organization reach your goals.”

Ryan Lackner; Production Manager; Merit Advertising Corp.; www.meritadvertising.com

“I just want to take a second to thank Chris and Swerve Communications for successfully launching our company’s website and online presence. Swerve Communications was recommended by a friend whom had dealt with Chris in the past and was completely satisfied with the services he offered.

When they say they take people in a new direction they truly mean this! I feel without the guidance and creativity of Chris we would have been lost in the whole process. He was there from start to finish and always made sure I was completely satisfied with every aspect of his work. Swerve Communications offers unparalleled service to their customers. This is something I strongly believe in. I have extremely high expectations when dealing with my clients so I hold others to a high standard. Swerve Communications fulfilled all of my expectations and more. I highly recommend Swerve to anyone. They were a complete pleasure to do business with.”

Patrick Carroll; President; ReNew Property Restorations, LLC

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Recomendations (continued)

“Chris and I worked together on various projects during his time at PAR, including the website, email designs, and advertisements that were published to various websites/journals. Chris always gave 110% to the assignments he was given and always understood how to incorporate social media/marketing into the final product. There are very few people with his level of understanding of marketing, ability to create copy, and fulfill directives to satisfaction. I would highly recommend Chris to anyone who needs design, marketing, or consultation work done.”

Justin Smith; Senior Internet Marketing Coordinator; PAR, Inc. ; www.parinc.com

“Chris is a personable, enthusiastic, and creative individual who is committed to doing his best both in his professional work and well as in his community endeavors. It has been a pleasure to work with Chris in both capacities.”

Cathy Smith; VP Community Relations; PAR, Inc. ; www.parinc.com

“We at New Frontier Oral Surgery & Spa have considered it a great pleasure to work with Mr. Cervellera, through design, and promotional aspects of his company. We have had some very difficult and involved marketing and design concepts to achieve, and he has done a wonderful job with handling our projects and promotional aspects.

I would highly recommend his services for your design concept and promotional marketing needs to help you develop marketing protocol for your business.

Thanks Chris, for the efficient personal care you have put into our business. As always it is a pleasure working with you.”

Dr. Mark Karpovck, DMD; New Frontier Surgery & Spa; www.newfrontierspa.com

“Christopher is a hard working and talented artist. His ability to complete projects without constant direction continues to amaze me. He is truly an asset to my organization. No, you can't have him.”

Ryan Lackner; Production Manager; Merit Advertising Corp.; www.meritadvertising.com

“Chris has demonstrated his commitment to high quality many times, and he is always a pleasure to work with.”

Jonathan Nawab; Corporate Network Engineer; W&O Supply, Inc.

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References

Feel free to contact any of the following individuals for references purposes. Also included in this packet are several letters of recommendation.

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Note: Please do not contact my current employer, The Appleton Group Inc., as they are unaware of my current search for other opportunities.