

Carl S. Blakey

50W Fort Mason, San Francisco, CA 94123

Email: carlblakey@yahoo.com | Web: CarlBlakey.com | Phone: 415-830-0397

Education

University of Central Lancashire (1995 – 1998) Bachelor of Arts (with Honors) in Leisure/Sports Management Higher National Diploma in Leisure/Sports Management	Preston, England
San Francisco State University (2006) Adobe Flash Animation	San Francisco, CA

Professional Experience

Name: Major League Soccer Camps (NASC, Inc)

Position: Director of Creative Services

Dates: 1998-2007

Responsible For:

- ▶ Creating a consistent brand throughout all communication vehicles and promotional materials
- ▶ Maintaining and updating content on the corporate web site and intranet
- ▶ Managing and promoting player online registration tool
- ▶ Adding new client-side script features including members-only sections, site search engines and file downloads
- ▶ Monitoring web traffic statistics to help shape the monthly site content and HTML email campaigns
- ▶ Taking high quality action sport photographs for use in promotional materials and web site

Key Performance Indicator: Increased online registration numbers revenue and numbers for seven consecutive years by 15-20%.

Name: Sporting Essentials (NASC, Inc)

Position: Webmaster and Graphic Designer

Dates: 2000-2007

Responsible For:

- ▶ Maintaining e-commerce store including daily updating the product line and shopping cart functions
- ▶ Creating print-ready promotional materials including flyers, posters and brochures
- ▶ Designing HTML email templates and web banners
- ▶ Designing custom logos for sports organizations and clubs

Key Performance Indicator: Instrumental in building and launching Sporting Essentials' e-commerce web site store.

Name: The Focus Group (NASC, Inc)

Position: Graphic Designer

Dates: 1998-2007

Responsible For:

- ▶ Producing and designing custom print promotional pieces as well as PowerPoint presentations for the CEO

Key Performance Indicator: Influential in creating interactive media presentations using flash animation and video content.

Name: Strengths-Based Coaching (NASC, Inc)

Position: Web Site Designer and Webmaster

Dates: 2004-2007

Responsible For:

- ▶ Creating, designing and building a member registration web site

Key Performance Indicator: Generated monthly revenue stream by implementing an online registration system for members-only section.

Professional Skills

- ▶ Proficient graphic designer producing agency-quality products with Photoshop and Illustrator
- ▶ Standards-based web developer, developing hand-coded XHTML and Cascading Style Sheets (CSS)
- ▶ Skilled in Dreamweaver, Flash, Fireworks and FTP
- ▶ Familiar with Ajax, JavaScript, PHP, ASP and DOM scripts
- ▶ Expert in Microsoft Office programs: PowerPoint, Word, Excel, Outlook, Access
- ▶ Proven skill at problem solving and continual innovation
- ▶ Ability to interpret design intent and offer alternative creative solutions
- ▶ Excellent organizational and time management skills
- ▶ Strong project management skills with the ability to manage multiple projects in a fast-paced, deadline-driven environment
- ▶ High degree of initiative with a strong desire to improve skills and drive change
- ▶ Ability to work independently and as part of a team
- ▶ Have knowledge and a creative interest in digital photography

References

References available upon request