

Anthony Pero

Multimedia Designer & Web Developer

Charlotte, NC

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419-905-3200

I'd love to help your organization communicate more effectively with your target audience. My skills bridge multiple platforms, including CMS development for WordPress and Drupal, print and web design, as well as video and audio production.

Authorized to work in the US for any employer

Work Experience

Project Lead

Virtuosic Media

2009 to Present

Virtuosic Media is my multimedia development company. Virtuosic specializes in building communication platforms for small businesses and non-profits. We put an emphasis on creative entrepreneurs such as musicians, photographers and authors. Visit <http://virtuosic.me> for more information.

Post-Production Manager

TTI Floor Care - Charlotte, NC

March 2014 to February 2018

TTI is the parent company of the floor care brands Hoover, Dirt Devil, and Oreck. I led a team of editors, and was part of a larger production team that created over 1000 videos in support of these brands sales and customer service.

KEY AREAS OF RESPONSIBILITY

- Ensured consistency and accuracy of post-production across all brands and projects
- Created and manage workflow for internal and external post-production
- Managed internal post-production talent
- Selected and managing external post-production talent
- Acquired, managed and archived assets
- Managed/directed voice over talent
- Interfaced with clients during post-production
- Managed the client review process
- Edited most or all projects through initial review
- Performed all audio finishing
- Performed some video finishing
- Recorded audio during production

Multimedia Director

Game Face Ohio - Wapakoneta, OH

2009 to 2014

Game Face Ohio is a production company and cable network in West Central Ohio that focuses on broadcasting local High School and Collegiate sports, and other civic events, such as the memorial service for local Wapakoneta hero, Neil Armstrong, portions of which were carried live nation-wide. I was the first hire before the company started broadcasting games and was involved with every aspect of developing the company's broadcast platform.

KEY ACHIEVEMENTS

- Designing, purchasing and outfitting RV production vehicle for full HD broadcasting, including sound, cameras, switcher, graphics machine, capture computers, live streaming, communications and monitoring
- Went from 4 test broadcasts in 2009 to a full slate of 60+ broadcasts in 2010 and beyond.
- Designed and developed several company websites on the Drupal Content Framework, including gamefaceohio.com, ironcirclemma.com, premiereeventconcepts.com and tripsports.com.
- Designed and developed several commercial client sites on the Drupal platform.

Director // Creative Services Editor

WTLW TV-44 - Lima, OH

2006 to 2009

I wore many hats at WTLW over my tenure there. I got to do a little bit of everything from directing live TV to shooting and editing local television commercials, to running instant replay and sound for location broadcasts all over the state of Ohio.

KEY ACHIEVEMENTS

- Promoted 3 times in 3 years.
- Oversaw identity and branding of second digital station in 2009.
- Heavily involved in upgrade from Analog to Digital.
- Produced, shot and edited over 400 commercials and promotional spots.
- Designed print and motion graphics.

Director // Contemporary Arts

Trinity United Methodist Church - Elkhart, IN

2003 to 2005

Trinity is a large church in Northern Indiana with both traditional and contemporary worship services. I provided overall leadership and direction for the church technology and contemporary worship.

KEY ACHIEVEMENTS

- Wrote and produced large musicals and drama productions.
- Led a team of lay leadership in developing and implementing "Sanctus", a post-modern worship service on Saturday evenings.
- Scheduled and planned concerts and other special events including artists Jeremy Camp, Skillet, Sanctus Real and BarlowGirl.
- Designed projections and other material in support of sermons.

Music Pastor

Abundant Life Church - Indianapolis, IN
2002 to 2003

Abundant Life is a small congregation in Indianapolis. My job was to provide leadership over the music and technical ministries.

KEY ACHIEVEMENTS

- Led worship at three weekly services.
- Oversaw youth music program that sent 14 kids to the National Fine Arts Festival.
- Wrote and produced quarterly dramas and musicals.
- Provided leadership to College age ministry.
- Provided leadership to a team that started an area-wide college age service that involved 10 churches and 300 participants.

Musicianary

Stone Ministries / Celebrant Singers - Visalia, CA
1999 to 2001

The Celebrant Singers are an interdenominational music ministry based in California. During my tenure, we ministered and performed in over 400 cities, 4 continents, 10 countries and 48 states.

KEY ACHIEVEMENTS

- Primary male vocalist and occasional piano player
- Performed at the World Catholic Festival in 2001 in front of over 26,000 people.

Education

Music Major

University of Wisconsin-Parkside - Kenosha, WI
1997 to 1999

Skills

Graphic Design (10+ years), Web Development (10+ years), Adobe Creative Suite (10+ years), Photoshop (10+ years), Illustrator (10+ years), After Effects (7 years), Premiere (10+ years), Video Editing (10+ years), Video Production (10+ years), Drupal (10+ years), Wordpress (3 years), PHP (7 years), Scriptwriting (8 years), Copywriting (8 years), Audio (10+ years), Audio Editing (10+ years), Post Audio Production (10+ years), Pro Tools (10+ years), Audio Mixing (10+ years)

Additional Information

Visit my portfolio site at <http://anthonypero.me> for samples of my web, print, video and audio work.