

David Roth

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Core Competencies

Project Management

- Proven record of delivering large projects on time and on budget
- “Forest & Trees” comprehension of complex projects

Communication/IA

- Superb information graphics skills
- Extensive experience in public speaking
- Excellent verbal, written and graphical communication skills

Quality Control

- Exacting attention to detail
- Superb brand awareness
- Refined team-building and delegation skills

Professional Synopsis

Index Media: Principal | January 1997 - Present

- **Web:** Management, design and execution of significant corporate web sites
- **Corporate ID:** Creation and implementation of unique and effective corporate identification programs
- **Collateral Materials:** Development and execution of corporate communication initiatives

Client Projects

Avenue Marketing & Communications: IA, Content Manager | July 2007 - Present

- **IA:** Creation of extensive, articulate and detailed site mapping
- **IA:** Design and production of wire frames and user-flow scenarios
- **Content Management:** Delivery of luxury brand web site copy and images on time for over 300 SKUs
- **Client Training:** Created materials for and conducted training in the use of content management systems (CMS)

International Academy of Design & Technology: Adjunct Faculty | September 2006 - March 2008

- **Results:** Achieved significant improvement in student knowledge through the creation of curriculum suited to over 300 technical and non-technical students
- **Subjects Taught:** Senior Design, Junior Design, Corporate Messaging and Branding, Adobe Illustrator, Adobe Photoshop, Typography and Digital Photography

Sharkforum.org: IA, Design, Development, Executive Editor | December 2005 - September 2007

- **Results:** 2 million hits a month within 1 year
- **Project Management & Development:** Implementation of Movable Type CMS allowing editors to post content from a browser anywhere, significantly enhancing site activity and traffic
- **Communication and Training:** Successful creation of training materials for all site contributors
- **Project Management:** Diligent day-to-day monitoring of all site activity

Fair Market Associates: VP Market Development | February 2001 - October 2001

- **Communication:** Created complex information graphics based in in-depth research and analysis
- **Training:** Aggressive self-education in the commodities and derivatives marketplaces
- **Project Management & Development:** Creation of robust and detailed “corporate offering,” including marketplace analysis, case studies, complex information graphics and pro forma cost estimates

Draw-Tite: IA & Web Design, Copywriting & Magazine Design | November 1996 - July 1998

- **Results:** Effectively increased Draw-Tite’s dealer participation by 38%
- **Project Management & Development:** On-time, on-budget design, development and deployment of Draw-Tite’s first corporate web site, including over 800 pieces of clip art suitable for downloading and use by Draw Tite Dealers.
- **Project Management & Development:** On-time, on-budget delivery of Draw-Tite’s first-ever dealer magazine “*Pulling Together*,” including design, dealer interviews, copywriting and development

Other Clients & Client Projects

IDEO, The Chicago Reader, McDonalds, Dunkin’ Donuts, Pillsbury, Adrienne Weiss Corporation, Hartford Design, RFL Communications, Active Power, Inc., Clean Energy Solutions, The Chicago Blues Museum, Geoff Bengé’s Guitar Shop, CBS Solutions, Inc., Flair Communications Agency, Accucolor Plus, Marc Realty, several Fortune 100 companies

Education

Wayne State University: Detroit, Michigan

Bachelor of Fine Arts Degree, with an emphasis on Liberal Arts and Public Relations.

References available on request.