

David Trower

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Technical Skills

- Designs graphics for the web, custom products, and print medium.
- Demonstrates success with all stages of the development cycle for web development.
- Delivers current experience with a wide range of computer software applications and web technologies.
- Provides experience as an educator with a strong background in information technology with experience in the classroom and in distance e-learning.
- Edits video with experience in video production from conception through final editing.
- Experience with Adobe Creative Cloud (Premier, Fireworks, Dreamweaver, Acrobat, After Effects, InDesign, Illustrator, Photoshop, and Audition), Content Management Systems (WordPress, Drupal, and Joomla!), Microsoft Office (Word, Excel, PowerPoint, Publisher, Access, Project, and Visio), and other software
- Advanced knowledge in HTML and CSS, intermediate knowledge in PHP and MySQL, and beginner knowledge in Java, JavaScript, and Visual Basic.

Education

Baylor University Waco, TX
Bachelor of Business Administration
Major: Management Information Systems

December 2013

Work Experience

Part-Time Instructor

McLennan Community College, Waco, TX

January 2015-present

- Develop course materials and assess student mastery of academic skills and competencies as determined by course outcomes.
- Provide relevant advice to students and provided them with the ability to learn the skills relevant for use in the workforce.
- Explain challenging concepts using lectures, instructional videos, class discussions, and assignments in Web Design I, Web Design II, Intro to Visual Basic Programming, and Intro to Computing Laboratory courses.
- Presented 2 professional development classes on Social Media in the Classroom and a workshop for students on Your Social Media Presence.

Web Designer

TrowerTech, Jarrell, TX

September 2002-present

- Design and customize static websites as well as build websites with created themes/templates in WordPress.
- Build custom WordPress plugins for clients when specific functionality was required.
- Maintain and support existing clients web sites.
- Design and implement SQL databases to provide storage and retrieval of data for web sites and for data analysis.

Technology Director

Star Tec Builders, Temple, TX

December 2017-July 2018

- Collaborated and managed internal employees to enhance social media and marketing for the company which boosted the companies online sales by 10%.
- Produced images and photos for promotional purposes as well as designed promotional materials and product catalog.
- Spearheaded the implementation of a technology replacement plan, a document retention policy, and engaged in a server reorganization which increased employee productivity.
- Conducted research of the industry and evaluated competitor websites to incorporate best practices and created a marketing strategy to ensure optimal results.

Client Services Representative

October 2016-December 2017

Josiesque Designs, Austin, TX

- Managed 14 new website development projects through designing the site and coordinating tasks of the developer, SEO representative, staff, and client communication; oversaw the launching of 9 websites.
- Trained three new employees during the on-boarding process and assisted in overseeing their work.
- Provided customer service to existing clients through email/phone for email and website technical support.

Web Editor

February 2013-December 2013

The Baylor Lariat, Waco, TX

- Maintained website, including launching a new look for the site, and uploaded latest content utilizing search engine optimization (SEO).
- Designed online special issues pages and created award-winning interactive graphics.
- Wrote an award-winning four-part investigative article series, op-ed pieces, and editorials following the Associated Press (AP) Stylebook.
- Monitored the wire services, local news sites and social media feeds for story ideas and for news of interest to readers.

Direct Care Worker

May 2011-July 2012

Resolution Ranch, Cameron, TX

- Supervised residents dealing with substance abuse and behavioral issues.
- Communicated with 5 - 10 parents semimonthly by phone and in writing to provide regular updates on their sons' progress through the residential treatment program.
- Provided advice and support for residents as they worked through their treatment plan.
- Maintained and updated individual resident records and documents while maintaining confidentiality and security for all residents' information.

Learning Consultant

August 2009-May 2011

TrowerTech, Jarrell, TX

- Developed online training modules with assessments and activities for training of employees, managers, sales representatives, and others for several companies.
- Communicated with clients and Subject Matter Experts (SMEs) to ensure goals and deadlines were met and to identify what students needed to learn.
- Structured, revised and re-wrote content to shape it for the identified learning needs and to adapt it to online-based training.

Volunteer Experience**National Communications Action Team Member**

March 2014-present

National Royal Rangers, Springfield, MO

- Provide recommendations to the national Royal Rangers staff on marketing/communications needs of the field.
- Serve as a resource to communications coordinators across the nation aiding with marketing ideas.

Communications Coordinator

February 2012-present

North Texas Royal Rangers, Waxahachie, TX

- Design printed materials, including event packets, magazine pages, flyers, and postcards as well as custom products for various events, including embroidered patches, hats, t-shirts, medallions, and challenge coins.
- Produce videos promoting Royal Rangers and various events.
- Assist in planning, organizing, promoting, and conducting camps and conferences with participation numbers ranging from 50 to 600.
- Serve on the executive staff as well as special committees and teams, including heading up the communications team.

Communications and Resource Coordinator

September 2002-December 2014

Waco Section Royal Rangers, Waco, TX

- Designed and maintained website and blog as well as managed social media for public relations.
- Planned, organized, promoted, and conducted camps and events with participation ranging from 25-150.
- Produced over 12 bi-annual newsletters that were distributed to approximately 70 leaders.