

# David Trower

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## Education

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

December 2013

## Academic/Teaching Experience

### Instructor

January 2019-present

*Texas State Technical College, Waco, TX*

- 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.
- Teach face-to-face and distance learning courses to undergraduate students in the web design and development associate degree program. Course topics include web design, programming, browser compatibility and responsive design.
- Conduct recruiting initiatives at schools and college fairs to build the web design and development program.

### Part-Time Instructor

January 2015-present

*McLennan Community College, Waco, TX*

- 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.

## Highlights of Professional Experience

### Web Designer

September 2002-present

*TrowerTech, Jarrell, TX*

- 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.

### Marketing Director/Technology Director

December 2017-July 2018

*Star Tec Builders, Temple, TX*

- 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.

## **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.

## **Presentations**

### **Professional**

- Trower, David (2017), "Social Media and the Classroom." Presented at the McLennan Community College Spring 2017 Professional Development Day, Waco, TX.
- Trower, David (2016), "Your Social Media Presence." Presented at the McLennan Community College Business Programs and Health Professions MCC 50<sup>th</sup> Anniversary Lecture Event, Waco, TX.

- Trower, David (2015), "Social Media and the Classroom." Presented to the McLennan Community College Business and Technology Division.

### **Community/Volunteer**

- Trower, David (2017), "Why Have Gender Specific Ministries." Breakout session at the North Texas District Church Leadership Conference, Waxahachie, TX.
- Trower, David (2017), "How to Design Patches, Medallions, and Challenge Coins." Presented at the South Central Region Royal Rangers Regional Conference, Oklahoma City, OK.
- Trower, David (2016), "Why Have Gender Specific Ministries." Breakout session at the North Texas District Church Leadership Conference, Waxahachie, TX.
- Trower, David (2015), "Challenges and Issues of Today's Boys." Presented at the South Central Region Royal Rangers Regional Conference, Arlington, TX.
- Trower, David (2014), "Challenges and Issues of Today's Boys." Presented at the North Texas Royal Rangers Commander's Conference, Mesquite, TX.
- Trower, David (2013), "Marketing Rangers." Presented at the North Texas Royal Rangers Commander's Conference, Dallas, TX.

### **Professional Development**

#### **Conferences**

- Lone Star PHP Conference, Addison, TX, 2016

#### **Workshops**

- Copyright, Professional and Organizational Development, McLennan Community College, 2015
- MCC Adjunct Academy, Professional and Organizational Development, McLennan Community College, 2015
- Effective Online Instruction, Professional and Organizational Development, McLennan Community College, 2015
- ADA and Universal Design, Professional and Organizational Development, McLennan Community College, 2015

### **Honors and Awards**

- Gold Level, President's Volunteer Service Award, Corporation for National & Community Service, 2013-2015
- Third Place, Pinnacle Award for Best Online Infographic, College Media Association, 2014
- Second Place, David L. Adams Apple Award in Best Homepage, College Media Association, 2014
- First Place, Lone Star Award in Student Print News or Feature Story, Houston Press Club, 2014
- First Amendment Award in Student Work, Society of Professional Journalists, Ft. Worth Professional Chapter, 2014
- Honorable Mention, Writing/News, Council for Advancement and Support of Education – District IV, 2014
- First Place, Best Interactivity, Texas Intercollegiate Press Association, 2014
- First Place, Best Web Site Navigation, Texas Intercollegiate Press Association, 2014
- Second Place, Best Multimedia Package, Texas Intercollegiate Press Association, 2014
- Second Place, Best Interactive Graphic, Texas Intercollegiate Press Association, 2014
- Honorable Mention, In-Depth Reporting, Texas Intercollegiate Press Association, 2014
- Second Place, Scholastic Gold Circle Award in News Online Design Website, Columbia Scholastic Press Association, 2014
- First Place, Mark of Excellence in Best Use of Multimedia, Society of Professional Journalists – Region 8, 2013
- First Place, Mark of Excellence in Best Affiliated Web Site, Society of Professional Journalists – Region 8, 2013
- Finalist, Mark of Excellence in In-Depth Reporting (Large), Society of Professional Journalists – Region 8, 2013

### **Non-Academic Publications**

- Trower, David (December 5, 2013), "Sex, Violation, Power: 'Nothing will be done that the survivor does not agree to.'" *The Baylor Lariat*, pp. A1+
- Trower, David (December 4, 2013), "Sex, Violation, Power: 'If we don't know about it, we can't do anything about it.'" *The Baylor Lariat*, pp. A1+
- Trower, David (December 3, 2013), "Sex, Violation, Power: 'Our society says "it's on you, you're a guy, you should have stopped this.'" *The Baylor Lariat*, pp. A1+
- Trower, David (December 2, 2013), "Sex, Violation, Power: 'Monsters don't always sleep under the bed. Sometimes they live down the hall.'" *The Baylor Lariat*, pp. A1+.