

David Trower

212 Farmer Lane, Jarrell, TX 76537
(254) 304-5212

david@trowertech.com
www.trowertech.com

Technical Skills

- Designs graphics for the web, custom products, and print media.
- 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, learning consultant, and instructional designer with a strong background in information technology with expertise in face-to-face, hybrid, and distance e-learning modalities.
- Produces videos with experience in video production from conception through final editing.
- Experience with Adobe Creative Cloud (Acrobat, Fireworks, Illustrator, Premiere, After Effects, InDesign, Photoshop, and Audition), Content Management Systems (WordPress and Drupal), 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 Python.

Education

Baylor University Waco, TX

December 2013

Bachelor of Business Administration

Major: Management Information Systems

Work Experience

Web Designer

September 2002-present

TrowerTech, Jarrell, TX

- Design and customize static websites as well as build websites with custom 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 data analysis.

Lead Instructor/Instructional Business Manager

January 2020-June 2021

Instructor

January 2019-June 2021

Texas State Technical College, Waco, TX

- Oversaw the growth and success of the Web Design and Development Technology Department with a 100% persistence rate during the pandemic.
- Handled course scheduling for faculty load and ensuring students can complete their degree in a timely fashion.
- Managed faculty, student workers, and interns in their job responsibilities and assigned duties.
- Worked collaboratively with departments cross-functionally to improve program vitality and program growth.
- Explained challenging concepts using lectures, instructional videos, class discussions, and assignments and assessed student mastery of academic skills and competencies.
- Tracked and assessed student academic progress and advised students in the department.
- Conducted recruiting initiatives at schools and college fairs to build the program.
- Worked as part of a team doing a complete update to the Associate of Applied Science degree in Web Design and Development utilizing competency-based education learning methods.

Part-Time Instructor

January 2015-May 2019

McLennan Community College, Waco, TX

- Developed course materials and assess student mastery of academic skills and competencies.
- Explained challenging concepts using lectures, instructional videos, class discussions, and assignments.
- Presented 2 professional development classes on Social Media in the Classroom and a workshop for students on Your Social Media Presence.

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 company's online sales by 10%.

- Produced photos for promotional use 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 onboarding 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 the 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 plans.
- Maintained and updated individual resident records and documents while maintaining confidentiality and security for all residents' information.

Learning Consultant/Instructional Designer

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

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 events, including embroidered patches, 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, 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.