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## PROFESSIONAL SUMMARY

*A Military Veteran Owned Company (the United States Army)*

*We are here to aid in the development of others so in turn they can share their ideas, knowledge, and creations, fully knowing that they are creating a positive impact on this world.*

*Employees with experience in graphic and website design (started 2009); analytical professional with extensive training and experience as data analyst (started 2011); experience with management and managing multicultural teams (started 2014); focus on building brand/corporate identity; providing printing services like business cards; site ranking and advertising services (started 2016); with additional skills and services in our pocket.*

## PROFESSIONAL SKILLS AND COMPETENCIES

### General

- **Military Veteran Owned**
- Administration
- Proficient in Microsoft Office Suites (Word, Excel, PowerPoint)

- Microsoft/Office 365 knowledge and Partner
  - Instructing/Facilitating
- ### Other
- Photography
  - Product Writing/Wording

- Customer Relations Management tools experience
- Search Engine Optimization
- Advertising
- Corporate Identity
- Business Communication
- Bookkeeping (not CPA)

### Design Skills

- Branding and Identity Logo identity, Business Cards, Letterhead, Company Profile
- Print Graphic/Promo Materials Poster, Flyer, Pamphlets, t-shirts, brochure

- General Design
  - Html, CSS
- ### Audio Engineer
- Mixing and Mastering
  - Producing Music

### Business/Data Analytic Specific

- Technical Report Writing
- Analytical Skills
- Business Analytics
- Data Analysis

## PROFESSIONAL EXPERIENCE

(MORE PROJECTS AND EXPLANATIONS AVAILABLE UPON REQUEST)

Project Topic: *Minimizing Emergency Room (ER) Overcrowding*

Company: *Name Not Available*

Main Skills: *Business/Data Analytics*

Date Ended: *November 2018*

- Used knowledge in business and data analytics to help with Emergency Room overcrowding.
- Determined specific issues with the specific ER and determined solutions that could provide a minimum of \$3 million in revenues.
- Presented solutions specific to the ER and shared research on already known, yet barely implemented solutions for the Hospital Industry as a whole.

- Prepared management level reports explaining analytical methods used and findings.

Project Topic: **Provide Designs, Print Products, and Finance Aid**

Company: <b><i>Veterans A+ Lawn Care Solutions, LLC</i></b>	Main Skills: <b><i>Design, Bookkeeping, Printing Services, Instructing, management</i></b>	Date Ended: <b><i>2017-Present</i></b>
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- Helped filing business as LLC
- Designed company Logo
- Helped to fix books so their accountant could successfully file taxes
- Managed online tasks dealing with customers
- Design and printed Car Magnets and flyers for business.
- Instructed on use of the Microsoft Suite
- Utilized CSS to apply branding and site alterations to ‘sister’ company

Project Topic: **Website and Business Development**

Company: <b><i>Spirit4Christ</i></b>	Main Skills: <b><i>Design, management, instructing, communication</i></b>	Date Ended: <b><i>2017-Present</i></b>
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- Created and designed their company website
- Instructed, facilitated, and provided tips on creating presentations
- Instructed on principles of business communication and delivering an effective presentation
- Provided print services and designed business cards, coffee mugs, t shirts and other print material
- Provide information on our general bookkeeping principles.
- Managed website
- Proofread blog posts and provide suggestions to company

Project Topic: **Website and Business Development**

Company: <b><i>Name Not Available</i></b>	Main Skills: <b><i>Data Analytics, instructing/facilitating, managing</i></b>	Date Ended: <b><i>2016</i></b>
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- Served as user advocate and subject matter expert on a major customer analysis tool suite, to include responsibility for responding to requests for information and support on the use of and issues with associated tools and services.
- Provided tool specific training to users, to include Adjunct Certified Instructors. This also included analytic demonstrations and overview briefs to future users and key leaders.
- Provided analytic oversight and threat assessments.
- Provided timely and accurate responses to requests for assistance, information, products, or services, to include developing tools and techniques for analysis.
- Worked daily with system developers and product owners to resolve user issues and improve tool functionality, as well as testing web tools to ensure system and data fidelity.
- Adjusted interpersonal style and/or behavior to accommodate or effectively deal with different approaches, perspectives, or personalities.
- Responsible for managing the health and welfare of others to include, training, mentoring and discipline.

Project Topic: **Increase Online Product Purchases**

Company: **Mischief Clothings**

Main Skills: **Design, SEO, Advertising,  
Website Management**

Date Ended: **2017**

- Successfully accomplished goals of the owners – Wanted at least a few shop purchases when before they had 0 purchases since the entire year their online store was first open.
- Used Search Engine Optimization (SEO) to increase page rankings when searching
- Design, word, and Implemented Ad campaigns with an extremely low budget (compared to average market budgets)
- Write product descriptions for 5 products and/or collections.
- Advice on multiple methods of building their brand.
- Informed owners of customer purchases so they could take immediate action and ship products
- Provided suggestions on dealing with customers and alternative ways to better track product inventory.

Project Topic: **Website Development**

Company: **The Communication  
Advantage**

Main Skills: **Design, management,  
instructing, communication**

Date Ended: **2018-2019**

- Utilized HTML to make requested alterations to company website
- Discussed Business Development and business knowledge on several business ideas and their feasibility.

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## **EDUCATION AND TRAINING**

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Combined, our team has:

3 years Education in Management  
1 years Education and 4 years working knowledge in Data Analysis  
1 years Education in Business Analytics  
7 years working knowledge making websites and graphic designs

*Specialized Training*

Teaching (nonformal)

Teaching Methods (nonformal)

Optimizing Performance through Coaching & Feedback (nonformal)

Analyst Training Course

Intro to Business Innovation (nonformal)

Certificate Program in Audio Production & Audio Mastering

Visit: <https://www.overwatchmedia.com/category/our-work> and for just some of the designs we've made public