

# DAVID ALVARADO

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experience

## Undefeated Group

**Creative Director/Designer/Developer**, 2006 - Present  
Overseeing work of designers, maintaining production schedule and timelines. Design, development, and deployment of web sites and web applications for clients. Consultation and implementation of overall web/digital/social media campaigns.

## Pets Best Insurance - www.petsbest.com

**UI/Web Designer/Internet Marketing**, 2010  
Develop wireframe, sitemap, mockups and style guidelines for new website. Redesign of site quote/enrollment process and taxonomy. Develop and implement Social Media strategy and marketing.

## Millenium MCP

**Business Development/Marketing Director**, 2003-2007  
Responsible for developing web strategy and internet presence. Developed lead capturing web site, direct marketing strategy as well as re-branding of real estate services company.

## Bomb Records/Musica Del Sol

**Managing Director/Producer/Artist**, 1994 - 2007  
International music production company with roster of 6 artists. Responsible for music production, product development digital distribution, vinyl manufacturing. Responsible for social media marketing and brand development.

**Via Eterna Design**, Freelance Designer/Developer, Present  
Links available upon request

professional skills

## Software:

Photoshop CS5  
Illustrator CS5  
Fireworks CS5  
Dreamweaver CS5  
After Effects CS5  
Xcode/Dashcode  
Coda/CSSedit  
Omnigraffle  
Textmate  
Final Cut  
Motion

## CMS:

Joomla  
Wordpress

## Languages:

XHTML/HTML5  
CSS  
PHP/MySQL  
Javascript/JQuery

## Audio:

Apple Logic Pro  
Ableton Live  
Bias Peak  
Reason  
Traktor  
Analog/Digital  
Multitrack Recording

## OS:

Mac OS X  
Windows  
Ubuntu Linux

## Personal Interests:

Ruby on Rails  
iPhone/iPad Development  
Mac Cocoa Development  
Analog Synthesizers  
Digital Photography

## Education:

**Champlain College Online** - Burlington Vermont (Current)  
Software Development/Mobile Development BS Coursework

**Liberty University Online** - Lynchburg Virginia  
BS Economics (45 units completed)

## Additional Skills:

Business Development	Project Management
Sales Prospecting	Product Development
Brand Development	Social Media Marketing