

# Randall B. Potter

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## Purpose

A detail minded, diligent individual with a strong sense of commitment and service who wishes to seek gainful and progressive employment in the Marketing/Web/Multimedia field gathering from extensive experience gained in the realms of field practice and academia. References Available Upon Request

Online Portfolio: <http://services.randallpotter.com>

## Experience

**The SuperGroup Creative Omnimedia LLC** [ March 2008 – September 2008 : Atlanta, GA ]

### Senior Interactive Developer

The SuperGroup is a creative agency geared towards interactive innovation. They have worked for and with clients such as The Weather Channel, Krystal, AMP Energy Drink, Nascar, Cingular and a variety of other high profile clients. From full-scale applications to targeted micro-sites and kiosks they seek to deliver the highest in user interactivity while precisely communicating their client's message and vision.

As Senior Interactive Developer I was able to work on some of the above mentioned projects utilizing a wide variety of my skills. From enhancing existing approaches to user experience to turning the Creative Director's art into cross-browser compatible code to developing large scale back-end applications, I was able to contribute to this creative agency. I handled fast-paced development, shifting time-tables, and hurdled technological barriers to deliver the desired product.

#### Skills/Details:

- PHP, ASP, AJAX, JS, CSS, xHTML, XML, SQL, Actionscript 2.0 and 3.0, Zend Framework, AMFPHP
- Adobe CS-CS3 Suite ( Photoshop, Illustrator, Flash, Dreamweaver ), PHPMyAdmin, Plesk, Eclipse, Reason 4.0, SubVersion (SVN)
- Large scale back-end/front-end development for Children's Hospital Boston ( <http://kids.generationcures.org> )
- Flash video streaming gallery applications with database tie-in.
- Flexible programming application and database structures.
- Job duties encompassing all aspects and functionality of interactivity with a focus on web technologies.

**Ashworth University (PCDI)** [ August 2007 - March 2008 : Atlanta, GA ]

### Web Developer / Designer / Account Executive

Ashworth University is a respected, worldwide leader in comprehensive, globally accredited online education. They have unified the three schools formerly known as Professional Career Development Institute. They have helped to lead the way in online degree pursuits. They also own the New York Institute of Photography (NYIP) and Sheffield School of Interior Design. NYIP is the nation's oldest photography school.

I was brought on board to help modernize the NYIP and Sheffield School of Interior Design brands. I did this by incorporating modern approaches to user-interactivity, design, and functionality. I also studied Web Analytics / Metrics and enhanced and created marketing strategies to further lead-conversion. I managed complex content updates, timelines, and marketing goals. I also acted as Account Liaison between the two schools and parent school Ashworth. I also developed an online testing system for the Sheffield School of Interior Design.

#### Skills/Details:

- PHP, JS, CSS, xHTML, XML, SQL, Joomla CMS, Mambo CMS
- Adobe CS-CS3 Suite ( Photoshop, Illustrator, Dreamweaver )
- Google Analytics / Metrics – SEO Optimization

**Taproot Creative** [ January 2006 - August 2007 : Tallahassee, FL ]

### Lead Developer / Designer

Taproot Creative is a National Webby Honoree, ADDY award winning multi-disciplinary creative studio that I helped found in January of 2006. We started with 2 people in a bedroom sized room. When I left we had 8 people and had done websites for Florida's Governor Charlie Crist ( Election Campaign and Current Official Site ), the Republican Party of Florida, Florida House Speaker Marco Rubio's 100 Innovative Ideas for Florida's Future, and the Tallahassee Arena Football team. I was involved in new business, client meetings, proposals, along with the standard duties of developing and designing. The Principal and I won our National Webby Honoree for our SOL Sotheby's Miami Realty project.

#### Skills/Details:

- PHP, ASP, ASP.NET, Cold Fusion, JS, AJAX, CSS, xHTML, XML, SQL, Actionscript 2.0
- Adobe CS-CS3 Suite ( Photoshop, Illustrator, Flash, Dreamweaver, Audition ), PHPMyAdmin, Plesk, Reason 2.0-3.0, Cinema 4D
- Develop secure national intranet and internet applications using a variety of languages and technologies.
- Develop completely custom content management systems from scratch.

**State of Florida** [ January 2005 - December 2005 : Tallahassee, FL ]

## **Web Designer - Florida Department of Law Enforcement**

FDLE is headed by a Commissioner who is appointed by the Governor, approved by the Cabinet and confirmed by the Senate. Headquartered in Tallahassee, FDLE employs about 2,000 members statewide who work at the department's seven Regional Operations Centers (ROCs), 14 Field Offices and seven Crime Laboratories. Its annual budget is approximately \$300 million and its responsibilities are clearly articulated in Chapter 943, Florida Statutes, and Chapter 11, Florida Administrative Code.

While at FDLE I was responsible for updating the main public facing website and also working on redesigns for the internal company intranet. My job was to modernize the general look and feel and help bring the department up to date on 508 accessibility compliance. I had interaction with all of the FDLE department heads as the redesign was coordinated and put into place. I also carried a high-level security clearance.

### **Skills/Details:**

- ASP, JS, CSS, xHTML, XML, XLST, Actionscript 2.0
- Adobe CS-CS3 Suite ( Photoshop, Flash, Dreamweaver )
- Graphical lead on redesign of FDLE's main public website. (Since Changed).
- Self-Managed project goals.
- Initiated re-tool of FDLE's intranet system, developing an innovative approach to custom-application management.

## **Independent Contractor** [ January 2005 - Present : International ]

### **Web Development Guru**

I've had the opportunity to work with companies from around the world. From Portugal, Australia, the United Kingdom, Jamaica, to the Mid-East. I've had to hurdle language barriers, time-zone differences, currency conversion, and international variations in business style and approach. My contracts ranged from \$1,000 to beyond \$10,000. I solicited new-business myself, established relationships, handled invoicing and collections, and did all the work. It's an exciting way to learn and be involved with my field globally.

### **Skills/Details:**

- PHP, ASP, ASP.NET, Cold Fusion, JS, AJAX, CSS, xHTML, XML, SQL, Actionscript 2.0
- Adobe CS-CS3 Suite ( Photoshop 5 and up, Illustrator, Flash 4 and up, Dreamweaver, Audition ), PHPMyAdmin, Reason 1.0-3.0

**Nestle Waters of North America** [May 2000 - August 2001 / May 2002 - August 2002 : Zephyrhills, FL ]

## **Zephyrhills Bottled Water**

### **IT Development Intern / Production Intern**

Nestlé Waters North America has businesses in the United States and Canada. Total sales for 2006 were \$3.846 billion; \$3.567 billion in the U.S. and \$279 million in Canada. Both businesses have one distinct advantage, that our main focus is on one type of product: bottled water. As a result, Nestlé Waters North America has been the bottled water industry leader for more than two decades.

While interning here I was able to fully learn the entire process by which bottled water is made. My supervisor believed in starting from the beginning to fully understand the process, systems, and people involved. As my internship progressed I developed two database applications in conjunction with the national IT Director and his head Project Manager. My applications were accepted for nation-wide system integration. I also performed an audit of the "Efficiency Improvement Tool." This program tracked the up-times and mechanical workings of the entire plant over a data highway. I coordinated with national administrative personnel and helped determine the future of this application's role within the company.

### **Skills/Details:**

- ASP, JS, HTML, SQL

## **Education**

2004 - 2005

**Florida State University** - Tallahassee, FL – Degree Approximately 85% Completed

2003 - 2003

**Tallahassee Community College** - Tallahassee, FL – Associate of Arts Degree – Dean's List – Phi Theta Kappa Honors

2000 - 2002

**Florida State University** - Tallahassee, FL – Undergraduate Work