



Eduardo Rodriguez

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About the Developer

Multimedia professional with an excellent sense for visual storytelling and an engaging design style who thrives in a creative environment. I embrace ideation, collaboration, and translating ideas to powerful visuals that enhance online experiences. Experience in prioritizing multiple tasks, and meeting deadlines in a fast-paced educational and business environments.

Experience

FSCJ | E-LEARNING MULTIMEDIA DEVELOPER | JACKSONVILLE, FL January '12 – Present

- Establish creative direction of a variety of multimedia projects and manage the resources to help content developers maximize the power, clarity and impact of online courses and materials and deliver high quality learning experiences.
- Manage video production, graphic design and branding efforts for 350+ FSCJ online courses from conception to completion.
- Produce video content to communicate internal initiatives.
- Conceptualize, create, refine and implement video and multimedia including storyboarding, video, audio and motion graphics development.
- Create manage and maintain library of graphic and video assets.
- Manage hiring process for all FSCJ online multimedia positions.
- Expertise using industry standard video and web-authoring tools, including but limited to:
 - Adobe Creative Suite, Element 3D, Coda, Webstorm, OMNIgraffle, Camtasia
 - Vegas Editing Suite, Sound Forge, ImageOptim, Sonicfire Pro

VISUAL POV | MULTIMEDIA DEVELOPER | JACKSONVILLE, FL September '03 - Present

- Develop complete turnkey technology driven multimedia solutions.
- Manage and coordinate multimedia and web-based projects.
- Develop corporate branding strategies to create an online presence and visually represent the brand both in print and online.
- Develop and maintain a measurable video strategy that is aligned with the strategic goals.
- Work with clients from ideation to completion including advertising and marketing planning and development, physical and digital signage and online and social media campaign management.

CHARLIE'S LOCKER | WEBMASTER | FORT LAUDERDALE, FL January '06 – December '11

- Maintained and updated content, inventory, layout and client facing communications throughout online channels.
- Linked creative design decisions to immediate and long-term business impact.
- Provided marketing materials and online marketing support for large-scale events such as Miami Boat Show and Fort Lauderdale Boat Show to support sales and increase industry market-share.

Education

FULL SAIL UNIVERSITY

2003 - 2004

A.S. in Digital Media

EMERSON COLLEGE

1996 – 2000

B.F.A. in Writing, Literature, and Publishing

Skills

- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe Audition
- Fully Bilingual | English / Spanish
- Project Management
- Team Building
- Independently Motivated