

GARY NORMAN

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SUMMARY

Navy Veteran, YouTube Silver Creator Award winner, and a creative multimedia leader with seven years experience in interactive multimedia design and development, three years experience leading in-house and offshore creative teams, a history of growth, and a proven track record of taking on roles with increasing responsibility and skillset. Dependable and organized team player with the ability to communicate and direct effectively and efficiently. Skilled at building relationships with employees across all levels of an organization and making critical decisions during high-pressure challenges.

WORK EXPERIENCE

COUNTRY REBEL | JULY 2016 - AUGUST 2019

CREATIVE TEAM LEAD, MULTIMEDIA SPECIALIST

- Spearheaded the build-out of a creative department, developed a budget, and directed a team of in-house and offshore graphic designers, video editors, and motion graphics editors through multiple motion graphics projects and video productions, delivering all with a high level of accuracy.
- Produced, directed, and edited musical performance videos that have gained over 100MM views on Facebook and YouTube combined and expedited the growth of over 200K YouTube subscribers.
- Orchestrated all aspects from pre-production to publishing of an out-of-state, 4-day music video session with 32 artists, generating over 120 days worth of high-quality video content.
- Collaborated with content writers to narrate a series of short, animated, informational videos that reached over 8MM views and grew the World War Wings YouTube channel to over 65K subscribers.
- Organized and launched 23 signed guitar giveaways to boost social media growth for both company and talent, resulting in an average of 27% rise in subscribers and followers afterward.
- Performed a/b testing of YouTube thumbnail imagery, descriptions, and tags, driving the average click-through rate of all videos up to 7.3%.
- Optimized videos for search engine optimization purposes using keyword-enriched descriptions and tags while performing data analytics tracking and reporting, ensuring videos rank high when searched for.
- Created engaging social media artwork following style guides and branding/nomenclature standards for music bands and artists like Lynyrd Skynyrd and Gavin Degraw, reaching over 10MM Facebook fans.

SKILLS

Video Production • Video Post-Production • Post-Production Coordination • Web Design • E-Commerce Web Development • Content Management Systems • Audio Production • Motion Graphics • Graphic Design • Production Design • Photography • Image Manipulation • YouTube • Adobe Creative Suite • Creative Direction • Branding • Project Management • Training • Leadership • Teamwork • Adaptability • Problem-Solving • Attention to Detail • Organization

EDUCATION

THE ART INSTITUTE OF CALIFORNIA - SAN DIEGO | 2015 BACHELOR OF SCIENCE, WEB DESIGN AND INTERACTIVE MEDIA

MIVA.COM | APRIL 2015 - JANUARY 2016

E-COMMERCE WEB DEVELOPER

- Developed and presented custom-coded functionality for eCommerce websites using the MIVA templating language (similar to PHP), Javascript, and CSS3. Examples include allowing special sales for certain customers, changing shipping options based on geolocation, and custom upcharges for specific zip codes.
- Advised clients about search engine optimization, social media and eCommerce best practices, resulting in increased client retention.

BR4SS INC. | OCTOBER 2014 - JULY 2016

WEB DEVELOPER, WEB DESIGNER

- Designed and developed a responsive, custom-themed eCommerce website using HTML, CSS3, PHP, WordPress, WooCommerce, and Advanced Custom Fields.
- Re-designed the overall look and feel of the branding, driving web traffic up 20%.
- Crafted pitch decks with company leadership used to acquire partnerships and new investors.

U.S. NAVY | OCTOBER 2007 - OCTOBER 2011

QUARTERMASTER SECOND CLASS PETTY OFFICER

- Managed and mentored lower-ranking sailors in day-to-day ship operations as Navigation Department Work Center Supervisor.
- Established a weekly training plan for shipmates and junior officers in navigation and ship control as Navigation Department Training Petty Officer, ensuring operational readiness for the ship.
- Safely navigated a 2.5 billion dollar warship, around South America to be commissioned in San Diego, CA.