

# BRANDON PIKE

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## Education:

**Full Sail University** Orlando, FL

December 2005

**Bachelor of Science** Digital Arts and Design

**Virginia Intermont College** Bristol, VA

May 2003

**Bachelor of Science** Computer Information Management (CIM)

**Minor** Business Administration with a Concentration in Management

## Work Experience:

**Bonnier Corporation** Winter Park, FL – (November 2007 – Present)

-- **Webmaster // Product Owner // Senior Online Producer for all Travel & Lifestyle Online Magazines**

Manage and over-see all site maintenance, site updates, site enhancements, tv show micro-site developments, design requests, client profile creation and maintenance, development of travel specials, client ebrochures, sponsored sweepstakes, email campaigns, online editorial content, etc. Responsible for full site analytics including traffic monitoring, demographic studies, development and deployment of strategies to increase site traffic and online revenue, editorial and sales relations, as well as client and user online assistance. The travel sites I manage are the online versions of the following global print publications --- ISLANDS Magazine, Caribbean Travel & Life Magazine, Florida Travel & Life Magazine, Garden Design, Spa Magazine, Destination Weddings & Honeymoons, Resorts & Great Hotels and Roadtrip Magazine.

For more detail on these websites and publications, please visit [www.brandonpike.com](http://www.brandonpike.com) or [Bonniercorp.com](http://Bonniercorp.com)

**Freelance Digital Media Consultant** Orlando, FL – (September 2005 - Present )

-- **Founder of Ne Plus Ultra and the Lotus Media Lounge** [www.lotusmedialounge.com](http://www.lotusmedialounge.com)

Web design, Web Development, Digital Graphics, Digital Photography, Corporate Branding, Online Marketing // SEO, Graphic Design, Video, and other Digital Media services. Project Manager and Director, sub-contracting work as necessary to other designers and developers. Duties also include, managing site contracts and client relations.

**Caxiam Group** Orlando, FL – (September 2006 - October 2007)

--**Lead Front-End Developer, Assistant Designer and Quality Assurance Tester**

Assistant to Lead Designer. Responsibilities include, but are not limited to, management and maintenance of Intranet systems, high-end web applications, client relationships, quality assurance testing and site updates. Other tasks include handling design requests, image optimization, banner creations, and assistance in development of new web applications.

**ERA Europe Web Design and Online Marketing** Orlando, FL – (January 2006 - June 2006 )

-- **Web Designer for ERA Europe's online marketing team**

**USPTA P1 Certified Professional Tennis Coach / Instructor** – (1999- Present)

-- **High - Performance Tennis Professional at Azalea Lanes Tennis Center in Winter Park**

Assistant to Legendary Player and Coach, Richard Schmidt ,working with elite junior players in Central Florida. Also designed and developed the Tennis Academy website. [www.winterparkchampionsacademy.com](http://www.winterparkchampionsacademy.com)

-- **Previous Assistant Professional Positions**

Assistant Professional for MG Tennis in Orlando, FL (2007 – 2008) and Assistant Tennis Professional for the Seminole County Recreation Department in Casselberry, FL (2005-2007), and The Johnson City Country Club (2000-2002). Also worked with Head Pros from *The Ridges Country Club (2001)*, *The Virginian, Golf Club, Bristol Country Club (1999-2000)*, and *The Bristol Racket and Fitness Club (1997-1999)*. Experience teaching to players of all ages and abilities. Also organized, directed, and refereed tournaments and a number of member events  
Provided services as Tennis Coach and Counselor each summer since attending high-school, helping both children and adults. Taught under legendary coaches, Paul Scarpa (Furman University) and Phil Rogers (University of Virginia), also taught junior camps at *East Tennessee State University, Johnson City Country Club. Park and Rec.*

**Computer Technician / Internship** Bristol, VA

2000 - 2003

Computer lab monitor, lab technician, lab assistant, network assistant, and tutor in Cisco Networking projects and Web Design Projects. Helped on campus students setup Ethernet connections and solve PC technical problems as well as assisted in web development and design of the College website. <http://www.vic.edu>

**Fairfield Resorts**

2004

-- **Sales representative for vacation firm**

Sold vacation packages to individuals, families and small businesses.

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## Web Knowledge and Experience:

xHTML	Flash / ActionScript	Illustrator
CSS	Eclipse / Subversion	Photoshop
XML	DreamWeaver	InDesign
Ajax / JavaScript	Premier Pro	Final Cut Studio

### -- Proficient in working and developing in Custom Content Management Systems

Extensive knowledge and experience working with WordPress and Drupal.  
Extensive front-end development experience with sites built in CFM, JSP, PHP.  
Experience with MySQL, and working in custom Content Management Systems built in Coldfusion, PHP, or JSP.

## SITE ANALYTICS

### -- Omniture Web Analytics – ‘Online Business Optimization Platform’ and ‘Google Analytics’

Site Analytics include, but are not limited to, Traffic Monitoring, Online Revenue Strategy, Site Growth Strategy, and Demographic Studies.

## Additional Facts:

### Founder of *Lotus Entertainment Media* and [The Lotus Media Lounge](#)

Digital Media Solutions including but not limited to - Web Production, Music Production, Show Production, Video Editing, Print Design, Online Marketing Solutions and Consulting

### Creator and Co-Founder of [NIGHTLIFEAPPROVED.COM](http://NIGHTLIFEAPPROVED.COM)

NIGHTLIFE APPROVED is Central Florida’s Ultimate Online Guide to Nightlife and Entertainment. The site features bars, clubs, restaurants, local music, concerts, coupons, photos and more.

## Digital Photography

### -- Freelance Digital Photographer

, Photo Shoots, Photo Manipulation and Restoration, Photo Enhancements, Photo Optimization, Photo Albums and Calendar Creation

**Men’s College Varsity Tennis** *Virginia Intermont College NAIA Division I* 1999 -2003

### -- Captain of varsity team during junior and senior seasons

Lead team to National tournament finishing 5<sup>th</sup> in NAIA national competition.  
Ranked 35<sup>th</sup> in NAIA Singles competition and 9<sup>th</sup> NAIA doubles competition  
All Conference-1999-2003 - All Region-1999-2003 – NAIA All American Team- 2003

**Men’s College Varsity Basketball** *Virginia Intermont College NAIA Division I* 1999 - 2001

## Member of the Graphics Artist Guild (GAG)

**Gamma Club** *Full Sail Real World Education*

### -- Digital Media Social Organization

## Hall Council President

Organized and regulated college activities and sponsored events.

**B.O.S.S Club** 1999 - 2003

Member of the Business Organization of Student Success Program .

**March of Dimes** 2001 - 2003

Volunteered as host and server for charity event in summer of 2003.