

RESUME | ALEXANDER EVDAKOV (Sasha)

PROFILE

PROFESSIONAL SUMMARY

- Started a design firm in 1998 and reached a client base of over 500 working on logos, websites, graphic design projects, and search engine promotion.
- More than 7 years of industry experience in graphic design.
- Over 5 years of experience in website development.
- 4 years of search engine promotion experience.

EDUCATION

University of Florida, Bachelor in Marketing
Expected Graduation: July 2007

TECHNICAL PROFICIENCY

Languages: XHTML, CSS, PHP, basic JavaScript & ActionScript

Applications: Adobe Illustrator, Adobe Photoshop, Corel Draw, Corel Painter, Dreamweaver, Flash, basic Maya & Zbrush.

Accessibility: Web Standards, Section 508

Database: MySQL, Microsoft Access

PROFESSIONAL EXPERIENCE

WEB DEVELOPMENT

- Extensive experience in tableless website development with XHTML, PHP, CSS, and Flash.
- Developed a plethora of Web-Standards and Section 508 compliant websites.
- Created websites with databases and content management systems.
- Designed member based registration and personal account management website projects.
- Worked frequently with programmers to produce the back-end and front-end segments of a website.
- Consulted and recommended solutions and technologies for various clients.
- Created automated blog-based websites through WordPress.

GRAPHIC DESIGN & PRINT

- Coordinated complete design & print jobs from start to finish ranging from corporate stationery to boat and truck decals.
- Designed & developed full corporate identities for startup and merging companies.
- Created multiple photogenic collages/splash pages for company websites and flash animations.
- Developed internet-based and off-line advertising material.

INTERNET MARKETING & PROMOTION

- Promoted dozens of website's to the search engines through competitive studies, website optimization, and keyword placement.
- Ranked hundreds of keywords in the Top 10 results on multiple search engines in various industries with zero-dollars paid.
- Created multiple link popularity and website popularity campaigns.

RECENT PROJECTS

AM-DIAMONDS.COM

2000-2007

Am-diamonds.com offers high quality loose diamonds direct to its customers.

They were in need of a full online presence. I started by developing a company logo design, print material, & brochures. During this time, we were planning the website & the search engine marketing campaign.

Once the website was completed it had over 200 pages of content, a database management price system, an automatic diamond price calculator, and a lead management system. Am-Diamonds.com is fully compliant with web-standards and Section 508.

TRAILERTECH.COM

2006-2007

Trailertech.com is a business to business company that creates trailers for concession, landscaping, & fiber optic companies.

With TrailerTech I started off and designed the corporate identity image that the company currently uses. We slowly merged into a 40 second flash presentation and company overview as well as a website design. TrailerTech.com is fully compliant with web-standards and Section 508.

TEACHING EXPERIENCE

- Taught full classes as a certified martial arts instructor for 3+ years and assisted the head instructor with drills for 5+ years.
- Wrote a martial arts training hand guide for instructors called "Unique Training Methods for the Martial Arts Instructor"
- Created basic training videos and screen captures for basic website maintenance, html basics, & photo manipulation.

PORTFOLIO URL'S

Website Development : DakovGroup.com

Graphic Design : DakovLogoDesign.com

Search Engine Promotion: DakovWebsitePromotion.com

REFERANCES

Contact information available upon request

Alan Mertz - AM-Diamonds.com

Brian McCarthy - Sencilo.com

Hope Stephenson - Manatee Martial Arts