

# Dean Stevenson

## INTRODUCTORY BRIEF

### CREATIVE STRATEGY, TECHNICAL DIRECTION & SOLUTION DEVELOPMENT

Delivering over 26 years of versatile creative, technical, and management expertise. Applying an entrepreneurial spirit by adapting and growing from the challenges of modern trends, embracing the concept of tackling industry “firsts”.

### SKILLS & COMPETENCIES

YEARS USED: 5 10 15 20+

#### ADOBE PHOTOSHOP (CC)



#### ADOBE INDESIGN (CC)



#### ADOBE ILLUSTRATOR (CC)



#### TRADITIONAL PRINT DESIGN & PREPRESS



#### TYPOGRAPHY



#### PROJECT MANAGEMENT



#### COMMUNICATION (TRADITIONAL/DIGITAL)



#### MICROSOFT OFFICE



#### ADOBE DREAMWEAVER (CC)



#### HTML/CSS



#### MOBILE TECHNOLOGIES



#### QUALITY ASSURANCE



#### SOCIAL PROFILE DEVELOPMENT



#### SEO/SEM/ANALYTICS



#### AUDIO/VIDEO PRODUCTION



#### MUSIC COMPOSITION/RECORDING



#### LOGIC PRO/MASTERING



### LINKS



[www.linkedin.com/in/deanstevenson](http://www.linkedin.com/in/deanstevenson)



[www.facebook.com/dean.stevenson](http://www.facebook.com/dean.stevenson)



[www.twitter.com/@allegrointmedia](http://www.twitter.com/@allegrointmedia)



[www.soundcloud.com/allegromusicsound](http://www.soundcloud.com/allegromusicsound)

### REFERENCES

Available upon request

### CONTACT

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**Skype** allegroim

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Clinton Township, MI 48035

### EXPERIENCE

1994-2017

#### CREATIVE and STRATEGIC DEVELOPMENT

ALLEGRO INTERACTIVE MEDIA, CLINTON TOWNSHIP, MI  
Directed the creative and production of traditional and digital projects for national clients. Created successful integrated business strategies using cross-platform technologies coordinated with KPI's for restaurants, consumer products, entertainment organizations and technical firms. Executed incentivized programs to gain market data.

2016-2017

#### JERSEY FLIGHT FOOTBALL (NAL ARENA FOOTBALL TEAM)

Creatively developed and helped launch New Jersey's first all African-American owned arena football team located in Trenton, NJ. Provided graphical, audio, video and marketing services including sell-sheets, sponsorship copywriting, hype/launch videography, logo development, and website design, programming, and payment gateway implementation.

2016-2017

#### INET DIVISION/AGENCY MANAGER (DIGITAL MARKETING)

RCC WEB MEDIA AGENCY, TROY, MI  
As the INET Division Manager, I supervised and directed the Web Dev team resources, including creative, graphic design, programming, and quality control as well as eMarketing project resources - SEO, PPC, Social, Email, Strategy and Implementation. Conducted training, oversaw scheduling, reviewed deliverables and maintained project tracking. Performed HR functions including hiring/firing and staff work performance reviews.

2015-2016

#### DIGITAL PROJECTS MANAGER (APP/KIOSK)

THE HENRY FORD MUSEUM, DEARBORN, MI  
Collaborated in the strategy, design, development, and execution of the enhanced digital experience for the museum and venues.

2010-2017

#### INTEGRATED STRATEGIES & DIGITAL PROJECTS

1STCHOICE FINANCIAL GROUP, LITITZ, PA  
Created a resource approach to disaster and disease management by proposing an Emergency Disaster and Management System (EDAMS™) for the City of Newark, New Jersey. Partnered with the African European Medical and Research Network to form a specialized team of over 500 physicians, nurses, and support technicians to address the Ebola Crisis in 2014-2015. Designed and developed marketing strategies for Shelter+ (a division of 1stCHOICEFG) to provide medical units to Africa.

2010-2011

#### SR. QUALITY ASSURANCE & PROJECT ANALYST

VECTORFORM, ROYAL OAK, MI  
Responsible for creating strategies and standards for a newly formed QA Department. Developed a project management approach that increased QA/QC efficiencies, including a QA Hours Assessment Module. Provided thorough support and testing for a breadth of product platforms.

2007-2009

#### FLASH OUTSOURCE PROJECT MANAGER

HELLOWORLD! (formerly ePrize), PLEASANT RIDGE, MI  
Managed outsourcing on an average of 28 projects per month and up to 20 external personnel. Designed a more efficient PDF markup system for project expectations. Developed a sophisticated eDecoder process based on color metrics and mathematics, specifically designed to enhance accessibility for sight impaired consumers.

### EDUCATION

1986-1993

#### VISUAL COMMUNICATIONS (GRAPHIC DESIGN/ADVERTISING)

HOOD COLLEGE, FREDERICK, MD  
MESSIAH COLLEGE, GRANTHAM, PA