

"Dave balanced the demands of our daily operations against last minute ad hoc requests very well. He was approachable, asked questions, and was reliable in his performance. I would not hesitate to have him return."

**-Anthony Fisher, Manager Web & Multimedia Operations, QVC, Inc**

## Experience

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### Infuse Media

*Front-End Web Developer -- (Spring 2010- Present) -- Philadelphia, PA*

- Designed and coded affiliate marketing campaigns
- Developed new products and markets based on emerging technology
- Enhanced marketing campaigns to optimize returns based on various data
- Provided inter-team user interface design and functionality development

### QVC, Inc.

*Web Developer -- (Spring 2009 – Spring 2010 -- West Chester, PA*

- Managed daily site production in multiple critical areas of QVC.com each receiving over 1,000 visitors per day
- Coded targeted customer promotional emails
- Served as back up QA to web development team
- Represented web production team in interdepartmental planning
- Contributed to training and on boarding of new employees

### Shooters Post and Transfer

*Post Production Intern, "Dinner: Impossible" -- (Summer 2007) -- Philadelphia, PA*

- Coordinated post production schedules for 13 episode season
- Scouted and researched shooting locations
- Provided producers with creative input during post production
- Operated in high intensity television environment

### ViroPharma, Inc.

*Regulatory Affairs Administrator -- (Summer 2006) -- Exton, PA*

- Compiled and submitted regulatory documents to FDA under strict guidelines
- Maintained archival organization, preservation, and security

# Education

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## Drexel University's Antoinette Westphal College of Media Arts and Design

Bachelor of Science in Digital Media

*Class of 2010, cumulative GPA: 3.5*

National Society of Collegiate Scholars, 4 year member

# Skills

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- HTML, CSS, Javascript (jQuery), XML,
- Search Engine Optimization
- Adobe Creative Suite
- Graphic Design
- GUI Design Studio rapid prototyping
- Digital Photography/Film
- Autodesk Maya 2009
- ProTools audio production

# Additional

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## Drexel University Senior Project *(Fall 2009 – Spring 2010)*

- Interfaced with CS to create an iphone app to enhance the visitor experience at Independence National Park
- IndependenceNavigator.com

## Drexel University Triathlon Team Webmaster *(Fall 2008 – Fall 2009)*

- Maintained and managed site content such as practice schedules, sponsors, and race information
- Designed site information hierarchy
- Managed member and new user accounts
- Competitive Olympic distance triathlete

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## daveRoy.net / @Dave\_Roy

Please visit my personal website to gain more insight on who I am and to see some of the work I've done. You can also follow me on Twitter: @Dave\_Roy

Dave Roy

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