

David Maldonado

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Professional Profile:

Creative **New Media Specialist**, accomplished musician, music producer and promoter with a proven track record of brand awareness, web design and optimization and website management through intelligent use of media such as Facebook, Twitter, Wordpress, Blogger and Adwords.

Personal Traits: Hardworking, organized, reliable, creative, innovative, technologically savvy and quick to learn new skills.

Skills:

Strategic Planning
Brand Identity
Blogging

Business Development
Facebook Advertising
Media Planning

Twitter
Market Research
Technology Implementation

Accomplishments:

- **Creator and Manager** of an international music site grossing over 20,000 monthly visitors worldwide.
- **Effective collaborator** with fellow industry personnel to market and promote diverse music projects.
- Created a **branding and identity** for a benefit music concert in New York City and various websites.
- Developed a **successful marketing campaign** on Facebook to **double website traffic**.
- Created **effective blogs** to drive traffic to websites.

Career History

JCM Enterprises, Brooklyn, NY

(Jan. 2011 – present)

Digital Media Specialist

- Design and Implement and continue to maintain company websites.
- Analyze and Optimize Web Sites for Proper SEO.
- Manage Twitter, Facebook and Youtube Accounts.
- Manage and Optimize Google Adwords and Facebook Ads.
- Design business documents, draft proposals, create, propose and implement marketing strategies.

BoomBoomChik.com, Brooklyn, NY

(Oct. 2008 – present)

Founder

- Manage an international music site grossing over 20,000 monthly visitors worldwide.
- Create, write and design multiple daily blog posts discussing a variety of music genres, local music events and artists.
- Manage Twitter, Facebook, Youtube, Hypem, and Soundcloud accounts.
- Designed and deployed site layouts.
- Network and collaborate with fellow music bloggers, musicians, agents, promoters, PR representatives and artists to broadcast and promote a diverse selection of music styles and artists to target audiences.

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United Intelligence, New York, NY Communications Director

(Jan. 2005 – Aug. 2010)

- Implemented and maintained company website, and internal IT infrastructure.
- Implemented and maintained a case file database for New York City District Council of Carpenters' Anti-Corruption Committee
- Coordinated communications, transferred information and managed projects between various local, state and federal government agencies and internal departments.
- Drafted proposals, marketing strategies, and designed business documents.
- Performed due diligence and research on active investigations.

Music for Tomorrow, New York, NY Web/Graphic Designer

(Oct. 2004 – June 2005)

- Created a branding and identity for a benefit music concert in NYC.
- Designed flyers, postcards, posters, and other material for a marketing campaign.
- Designed and maintained concert website.

JP Morgan Chase, New York, NY Business Consultant

(July 2004 – Jan. 2005)

- Performed quality assurance testing of a major investment banking program.
- Maintained and managed a defect tracking database for Investment Banking Credit Markets.
- Implemented a frequently asked questions (FAQ)/ tutorial, interactive Macromedia Flash site to accompany Investment Banking software.

Portfolio

<http://eternalnyc.com>

Software & Tools

Web and design: Illustrator, Photoshop, InDesign, After Effects, Acrobat, Fireworks, Flash, Dreamweaver, SEO

Languages: HTML, CSS, PHP, action scripting, JQuery

A/V production: Logic Pro, Reason, Final Cut

Social media: Twitter, Facebook, Myspace, Wordpress, Blogger, Facebook, Adwords

Education

New York University

BS Information Systems Management, 2006

Major: Multimedia Production and Web Technologies