

## **John Clore**

<http://www.johnclore.com/>

### **Professional Summary :**

Over 14 years experience working with companies as a Website Developer and Graphic Designer, as well as Online Marketing Strategist. Experienced in UI/UX Application Design, Search Engine Optimization and Online Marketing.

### **Education :**

Associates of Applied Science – Graphic Design The Art Institute of Pittsburgh  
Associates of Applied Science – Web Design & Interactive Media The Art Institute of Pittsburgh

### **Work Experience:**

2019 – Present: **Trikaroo Inc.** *[Digital Media Specialist]*

Conducted Brand Management, Email marketing Produced graphics for E-newsletters, social platforms, print, and other advertisements as needed. Ensure content and information for accuracy. Collaborate with sales associates and marketing team to create social “buzz”. Search Engine Optimization. Stay up to date with technology and trends Look for viral, shareable content online that can increase web traffic. Create ads for print, Updating and monitor website, Taking photographs and shooting videos for content, Manage online ads Prepare weekly and monthly reports

\*Direct the strategic and creative direction of Trikaroo media including:

- Brand
- WebsiteSocial
- MediaPrint and Catalogue
- Photography
- Video production
- Newsletter

2014 – 2019: **D-Vasive Inc.** *[VP/Web/Application Designer/Marketing Strategist]*

Developed an Android application that notifies you when any 3<sup>rd</sup> party malicious software applications are running on your phone that try to open the phone's camera, microphone, Bluetooth and WiFi. Also allows the user to lock down those devices. Starting working on this application from conception to production. Responsible for the Social marketing and integration as well as developed the website and UI/UX

- Created Logo and Branding using the Adobe Creative Suite – Illustrator, Photoshop.
- Developed the original website using WordPress, and then redeveloped the website in HTML, CSS, and JQuery.
- Designed User Interface / UX using Eclipse IDE XML files that run on the Android platform.
- Responsible for all Social Integration
- Maintained Social Networks

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D-Vasive has been covered by numerous news outlets and featured in stories like:

**USA Today**

<https://www.usatoday.com/story/tech/2016/05/09/john-mcafee-head-tech-company/84136762/>

**Lifehacker**

<https://lifehacker.com/d-vasive-notifies-you-when-your-phones-camera-or-mic-ar-1650237114>

**Fortune**

<http://fortune.com/2016/09/20/john-mcafee-company-shares-fall/>

**PC World**

<https://www.pcworld.com/article/3117833/security/john-mcafee-s-company-could-spoil-the-party-for-intel-s-new-venture.html>

2006 - 2014 **VPCOMP STUDIOS** [*President / Website Designer / Developer / Marketing Strategist / Sales / Customer Service*]

Website design and development company providing a full service marketing, website, and video content for small businesses. Responsible for SEO and total marketing analytics to increase companies traffic and exposure for their business.

- Provided website design, development, branding, logos, all graphics, video content, and print advertisement for small businesses.
- Handled All marketing and sales while maintaining client relations.
- Provided Search engine optimization to increase traffic and page views for their websites.
- Technologies used: HTML, CSS, Flash, JavaScript, JQuery, WordPress, Joomla, PHP, and SQL
- Video with Sony HDR-FX7 and Edited with Adobe After Effects

**Clients included:** Intro Artist, Sure Survival, imobilia of South Beach, Robert Swedro, Fontainebleau Condo

2012 – 2013: **Sure Survival** [*Web Developer/Marketing Director*]

- Used HTML to create an e-Commerce Website and Shopping Cart while making their front and back end compatible for users.
- Responsible for all internet marketing and SEO analytics to increase their Google positioning.
- Responsible for the Social Networking, Print Advertisement and Video production.
- Successfully increased the overall sales and production by 120%.

2009 - 2012: **imobilia of South Beach** [*Web Developer/Internet Marketing/IT*]

- Researched and selected the domain name [www.realtors-miami.com](http://www.realtors-miami.com).
- Designed and developed website using WordPress.
- Constructed custom content management system using PHP and SQL for lead management forms, auction bidding system, bid tracking system, employment opportunity system.
- Troubleshoot and solved any technical issue that may arise with networking or hardware/software.
- Used SEO to maintain Google targeted keyword positioning for Miami Foreclosures.

2006 - 2007: **ABC Website Design** [*Website Developer/Designer/Animator*]

- Built custom websites development and design using HTML, CSS, Flash, JavaScript and PHP.
- Worked with external clients to customize their websites and all graphics.
- Designed various print advertisements including flyers, logo, print ads and business cards.

2004 - 2006: **Expedia / Hotels.com** [*Market Coordinator*]

- Updated both the Expedia and the Hotels.com websites using Content

Management.

- Systems (Content Management Systems) Custom CMS for Expedia and AS400 for Hotels.com.
- Handled client requests and adjusted rates and allotted rooms on both sites.
- Responsible for renewing all contracts within the Georgia/Alabama region.
- Collected all data to be implemented on websites from the hotels within that market.