

Chance Agrella

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EMPLOYMENT HISTORY AND RELEVANT EXPERIENCE:

Beaudry Media (Tucson, Arizona) 2006 - present

Web Development & Marketing Director

- Design and oversee all online presences related to one of the nation's largest recreational vehicle dealers, including \$80 million worth of inventory encompassing three dealerships in two states, on main BeaudryRV.com site.
- Design and deploy online promotions and marketing campaigns.
- Effectively integrate web-generated leads into company-wide sales processes and CRM systems.
- Track visitors, design site goals, monitor and assess quality of referred traffic and online advertising campaigns.
- Continually redesign and refine navigational experience based on several possible browsing paths to inventory.
- Deploy and monitor methods to increase site interactivity and utility (invitation-based interactive chat, call buttons, feedback forms).
- Manage and implement web marketing plans and advertising programs through Google AdWords and Yahoo Search Marketing.

DigiVideo Productions | dv designlabs (Tucson, Arizona) 1994 - 2006

Creative Director

- Train and supervise team of Macintosh based editors, designers and videographers.
- Edit, produce and design a vast variety of digital media, including DVDs, websites, interactive CD-ROMs, video presentations and printed works for local, national and international clients such as Raytheon, AmGen Biotech, Slim-Fast Foods and Dako.
- Provide primary design or design guidance for all produced media.
- Implement and oversee expansion into new and emerging multimedia technologies, including commercial graphic design and web design.
- Specialize in creating materials that may be deployed across multiple media (print, video, web) while maintaining common look and feel and marketing messaging.
- Work with clients to create and refine marketing messages across multiple media campaigns, whether rebranding entire company or expanding existing identity.
- Ensure that produced media provides coherent user experience and effectively presents client marketing messages.
- Create look and manage technical underpinnings of email newsletter division that delivers 100,000+ emails monthly to subscribers and/or members of various local and national organizations.
- Emphasize continual knowledge growth as field of convergent media expands.
- Quickly evaluate, learn and implement new technologies.

University of Arizona (Tucson, Arizona) 2000 - 2006

Adjunct Instructor

- Teach Media Arts 304 (Introduction to Video Production), 340 (Interactive Media Design) and 210 (Media Production Practices) to undergraduate students.
- Cover all technical aspects of media production as well as introduce students to the aesthetics and history of modern production.

- Simplify and present technical production topics to boost student understanding of web, print, and interactive media technologies.
- Oversee and guide student video, web and CD based productions within a greater graphic design, marketing and industry context.

RELEVANT TECHNICAL COMPETENCIES:

- **Multimedia Software:** Proficient on a commercial production level with the following software packages -- Adobe Photoshop, Adobe Premiere, Adobe Illustrator, Adobe Flash, Adobe Director, Apple Final Cut Pro, Apple DVD Studio Pro, Adobe Dreamweaver, discreet Cleaner, Adobe Indesign, Quark Xpress and Microsoft Office Suite.

Working knowledge of many others, including Adobe Fireworks, Adobe GoLive, Adobe AfterEffects, and Digidesign ProTools.

- **Photography and Videography:** Proficient with a variety of video and 35mm still cameras, lighting equipment, and related techniques.
- **Writing:** Written scripts for commercial video projects, as well as short fiction.

EDUCATION AND AWARDS:

Degree: Bachelor of Fine Arts, University of Arizona, Tucson

Major: Media Arts

Emphasis: Writing for Media & Video Production

Graduated: Cum Laude - December, 1994

2002: Named one of the Top 100 Multimedia Producers in the country by *A/V Video, Multimedia Producer Magazine*.

2001 - 2005: Won numerous local and regional Addy Awards for Outstanding Advertising (CD-ROM and web design).

ORGANIZATIONS AND APPEARANCES:

2000 - 2004: Member, Dale Dauten's Innovator's Lab

2004: External Review Panel Member, Digital Arts Program, Pima Community College

2004: Feasibility Study Panel Member, Digital Arts Post-Degree Certificate, Pima Community College

2002: Guest Lecturer, Media Arts 210, University of Arizona

1998: Guest Speaker, The Art Center

PORTFOLIOS:

Samples of my design work are available at <http://www.agrella.com>.

Additional examples of video (TV commercials and longer form), DVD, CD-ROM, web design, 3-D modeling, graphic design, photography, videography and written work available on request.

Teaching portfolio also available.

REFERENCES:

References available on request.