

Joseph A. Sprute

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EXPERIENCE:

Media Programs Designer

February 2011 – Present

Self Employed at ERES Institute / TinyHomesOnWheels.com

Bella Vista, Arkansas

- ✓ Research, planning and design of scalable land & water recreational vehicles including information on project limitations and capabilities, performance and manufacturing requirements.
- ✓ Develop and modify products using research, analysis and model constructions to predict and measure outcome and consequences of design.
- ✓ Develop and direct software system testing and validation procedures, programming, and documentation.
- ✓ Analyze user needs and program application requirements to determine design feasibility.
- ✓ Consult with customers about systems design, construction and maintenance.
- ✓ Store, retrieve, and manipulate data for analysis of system capabilities and requirements.
- ✓ Obtain, evaluate and write information on factors such as reporting formats required, costs, benefits and security needs to determine configurations.

Media Marketing Consultant

January 1997 – Present

Self Employed at CyberRAVE LLC / SaleBuilders.com

Bella Vista, Arkansas

- ✓ Design, build, or maintain approximately two-dozen web sites for customers using authoring or scripting languages, content creation tools, management tools and digital media.
- ✓ Formulate optimization strategies resulting in top indexing with popular search engines for customer accounts.
- ✓ Identify, develop, or evaluate marketing strategy, based on knowledge of objectives, market characteristics, and cost factors.
- ✓ Participate in promotional activities working with advertisers, or production managers.
- ✓ Develop or validate external interfaces and address for primary browsers and device types.
- ✓ Perform or direct web site updates.
- ✓ Write, graphically design, photograph or edit sales material content, or direct others producing content.
- ✓ Responsible for client communications, definition of expectations, conflict resolution, and compliance on project deliverables and budgets.
- ✓ Back up files from web sites to local directories for instant recovery in case of problems.
- ✓ Identify problems uncovered by testing or customer feedback, and correct problems or refer problems to appropriate personnel for correction.
- ✓ Evaluate coded materials to ensure that it is valid, is properly structured, meets industry standards and is compatible with browsers, devices, or operating systems.
- ✓ Maintain understanding of current web and print production technologies or practices through continuing education, reading, or participation in professional conferences, workshops, or groups.
- ✓ Analyze user needs to determine technical requirements.

Irrigation District Water Manager

February 2001 – October 2002

Grand View Irrigation District
Grand View, Idaho

- ✓ Maintain clean, constant flow of irrigation water to 11 mile canal district tract.
- ✓ Maintain irrigation canal and maintenance equipment including D8 tractor, front loader & track hoe.

Marketing Director

March 1996 – June 1996

Academy of Casino Careers
Reno, Nevada

- ✓ Wrote and published 1st products catalog.
- ✓ Developed gaming rules pamphlets.

Marketing Director

January 1995 – March 1996

Production Images
Carson City, Nevada

- ✓ Assistant network manager with 20+ Macintosh computers, Lino (RIP), and graphics output equip.
- ✓ Layout Design Artist for various full-color international parts catalogs.

Production Asst

February 1994 – January 1995

Range Magazine
Carson City, Nevada

- ✓ Subscriber support including advertising, fees collection, renewal management and related services.
- ✓ Publisher's Assistance with publication development including writers, advertisers, and publishers.

Publisher, Editor

February 1992 – February 1994

Sierra Sage Newspaper
Gardnerville, Nevada

- ✓ Business start-up still in existence with advertiser territory and publication development.
- ✓ Layout Design Artist, writer and editor for area "feel-good", advertiser supported monthly publication.

Hardware Sales

August 1990 – February 1992

Sierra Business (Xerox)
Gardnerville, Nevada

- ✓ Sold Xerox copier and facsimile machines to greater South Lake Tahoe area.
- ✓ Assistant for Area Xerox Sales & Marketing Director

EDUCATION:

University of Oregon

September 1984 – September 1986

Business Administration
3.2 GPA, 72 Credit Hours
Eugene, Oregon

MILITARY:

Army National Guard

February 1983 – February 1986

11-Bravo, Specialist-E4
Honorable Discharge
Eugene, Oregon