

James William (Bill) Bricker, II
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EDUCATION **Georgia Southern University**, Statesboro, GA
Bachelor of Business Administration, Management.
Emphasis in Data Processing (MIS) and Direct Mail Marketing.

University of Virginia, Charlottesville, VA
Certified Web Designer, Unix Training.

EXPERIENCE **Marketing Specialist**, March 2005 – March 2007
FRONTLINE TEST EQUIPMENT, CHARLOTTESVILLE, VA
Responsible for all aspects of marketing development in new department for a long established private high tech firm. Performed duties from concept to execution in print, advertising, multi-media, tradeshow, PR, and on-line. Emphasis on graphic design. Created new corporate identity from web to box during a period of increased company profits. www.fte.com

Media Specialist III, August 1997 – February 2005
UVA SCHOOL OF CONTINUING & PROFESSIONAL STUDIES, CHARLOTTESVILLE, VA
Responsible for creation of print media to press. Member of web design and RFP committees. Assessed client needs providing solutions for multi-media applications. Provided billable full-service design and information delivery solutions including animated presentations and Web & Flash components for University departments.

President/Owner, April 1986 – August 1997
GREY MARKET, LTD. (GML), CHARLOTTESVILLE, VA
Responsible for all operations of a home-based, freelance design and computer training company with over 200 clients. Projects included:

Graphics Provider/Analyst, *United Way, Junior League, Little Keswick School, UVA, Blue Ridge Builders Association, Worrell Enterprises*
Designed and produced brochures, newsletters, and other print materials from creation to press. Analyzed and provided hardware and software solutions, training, design, template creation, and implementation of newspapers, in-house newsletters, and other documents in an on-going consulting basis.

Web Developer, *Blue Ridge School, Peer-to-Peer Publishing, Lan Innovations, United Way*
Worked with these and other clients in assessment and implementation of web-based representation of companies and institutions. Tasks included site mapping, text editing and consultation, creating search scripts and rollovers, and coordinating with E-commerce providers. Trained end users on administration and site maintenance.

Database Consultant/Creator, *Washington Lee College, Mountain Wood, Blue Ridge Poison Center, Video Valet*
Provided consultation on information migration and data management between PCs and mainframes, cross platform upgrades, and a variety of database related tasks such as database to layout applications, and manual to automated computer systems planning.

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Technical Writer/Illustrator, MegaHertz, Frontline Test Equipment, Election Products, Inc.

Responsible for writing "MacPerspectives", monthly Macintosh computer articles for computer trading publication. Cover design, manual writing and illustrations for data test equipment company. Manual design and illustrations for computer polling system.

LazerGraphics Manager, Apr. 1987 - Apr. 1988

ALPHAGRAPHS, CHARLOTTESVILLE, VA

Responsible for in-house pre-press production of business documents for national franchise print shop. Supervised one employee in four-terminal, self-serve computer work station. Assisted and trained customers in computer usage. Acting Manager in absence of owners. Employee of the Year. *Through GML contract, all typesetting and design from 1990-92.*

Head Trainer/Software Specialist, Oct. 1985 - Jan. 1990

OMNICOOMP (APPLE COMPUTER DEALER), CHARLOTTESVILLE, VA

Organized, implemented, and instructed classes for authorized Apple Training Center. Trained computer owners and businesses in use of Macintosh computer systems on-site. Conducted frequent live public computer demonstrations. Apple Certified Trainer.

Computer Systems Assistant Manager, Oct. 1980 - Jan. 1983

HORSBURGH & SCOTT, CLEVELAND, OH

Performed all computer-related tasks for large gear manufacturer with mainframe and 80+ terminals. Manual writing, programming (Fortran, BASIC+ II), systems maintenance, user support, back up. Certified DEC Mainframe training.

SKILLS 22 years experience on MAC and PC platforms. Quark, Adobe CS, PowerPoint, StudioMX.

ACHIEVEMENTS

UCEA Silver Award for 4-color Poster; "Imagine A Nation's Future" for Larry Sabato's Youth Leadership Initiative, March, 2004

Created visual components for **Educational Technologies** Fighting Cyber Crime CD, **Youth Leadership Initiative** CD-ROM & 2003 teacher resource kit, **UVA Arts Grounds** and **Event Center Corporate Sponsorship** presentations.

UCEA Silver Award for Brochure, 1 or 2 colors; "The English Country House," March, 2000.

Tour Logo for Todd Rundgren's Utopia, 1992

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Professional References

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Rob Murphy, Assistant Headmaster
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Marc Columbus, Headmaster
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Personal References

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