

TROY DESHANO

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troydeshano.com

Four years experience as an in-house Media Director. Extensive experience with Adobe creative products. Variety of skills from designing web ads and print brochures to editorial illustration, copywriting and video production. Proven ability to do "more with less." Managed staff and finances. Great maturity as a result of enduring and overcoming a variety of difficult health and life circumstances. Positive attitude, self-assured, uncompromising sense of humor.

TROY DESHANO CREATIVE

President/Creative Director

2008-

- Self-taught expertise in Photoshop, Illustrator, After Effects, Premiere, etc.
- Editorial illustrations and original writing for my blog Strong Odors
- Worked closely with clients to meet their creative needs perfectly
- Multi-disciplinary creative production for print, web and apparel

TRAVERSE MAGAZINE

Multimedia Assistant

2008-2009

- Maintained MyNorth.com with daily site content/splash updates
- Created sales/marketing materials
- Traverse Magazine web and print advertising
- Flash and other web ad production for clients
- Editorial Illustration
- TV Commercial production
- Beginning web development, creating landing pages
- Daily work in Rivista, an enterprise-class content management system

LAKE ANN CAMP AND RETREAT CENTER

Media Director

2004-2008

- Determined art direction and created all promotional materials: brochure, video, display, web graphics, etc.
- Consistently streamlined promotional spending
- Adapted to create materials that simultaneously appealed to a conservative constituency, while challenging them with new methods and execution
- Wrote nearly all copy for every brochure, web content, newsletter articles, etc.
- Worked closely with camp director to develop strategic philosophical vision of camps for over 15,000 annual guests
- Supervised up to 30 staff and volunteers

EDUCATION

Northland International University
B.A. Bible, Cum Laude

AWARDS

Church Production Magazine
Video Production Awards

2005 - Best Production in
Promotional Video

2006 - Honorable Mention in
Promotional Video

2007 - Best Production in
Promotional Video

2008 - Best Production overall for
Non-Profit

STRENGTHS

Gallup's Top Five Strengths

Strategic

Input

Ideation

Connectedness

Intellection