

TROY DESHANO

1386 Fisher Rd.
Traverse City, MI 49684

231.944.8622
troy@troydeshano.com
troydeshano.com

SUMMARY

Four years experience as an in-house Media Director. Extensive experience with Adobe creative products. Variety of skills from designing web ads to copywriting and web 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.

PROFESSIONAL EXPERIENCE

TROY DESHANO CREATIVE, Traverse City, MI 2008-
President/Creative Director

- Self-taught expertise in Photoshop, Illustrator, After Effects, Premiere, InDesign, 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, Traverse City, MI 2008-2009
Multimedia Assistant

- 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
- 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, Lake Ann, MI 2004-2008
Media Director

- Determined art direction and created all promotional materials: brochure, video, display, web graphics, etc.
- Consistently streamlined promotional spending while attendance continued to grow
- Adapted to create materials that simultaneously appealed to a conservative constituency, while challenging them with outside-of-the-box 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 staff of 3-4 individuals each summer and volunteer staff of up to 30 for retreats

EDUCATION

NORTHLAND INTERNATIONAL UNIVERSITY, Dunbar, WI
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 STRENGTHS FINDER
Top Five Strengths
Strategic
Input
Ideation
Connectedness
Intellection