

Tad Coffin

3227 Los Olivos Ave, Twentynine Palms, California 92277

Contact: (619) 250-0035 - webmaster@mediatitan.com

TadCoffin.com

OBJECTIVE:

To utilize skills in leadership, management, and information technologies in a way that improves our shared world. Particular interest in a career-position with a non-profit organization.

EDUCATION:

University of California, Los Angeles - Bachelor of Arts in Design - 1995-1999

- Studied and excelled in color, form, drawing, painting, photography, and programming
- Also studied video production, three-dimensional modelling, animation, and multimedia

SKILLS:

- **Management:** long and short-term scheduling, company and project planning, hiring, internal relations, customer relations, budgeting, purchasing and documentation
- **Technical:** design, programming, marketing, search engine marketing, video production, database design, web server administration, web development, social media management
- **Interpersonal:** well-spoken, highly responsive, attention to detail

PROFESSIONAL EXPERIENCE:

Artist - 2012-Present - San Diego and Twentynine Palms, California

- Focus on online sales utilizing search engine marketing skills
- Achieved #1 rankings on Etsy search results for high-profile keywords such as: "photography", "art", "wall art", "joshua tree" and "underwater"
- Sold works internationally using various platforms such as WordPress, Etsy, eBay and Amazon

Property Manager - 2013-2017 - Twentynine Palms, California

- Managed a vacation rental home in Mexico with over 500 nights booked
- Managed a rental property in Desert Hot Springs including maintenance work

Director of Engineering - FINARTA USA, Inc. - 2007-2013 - San Diego, California

- Created a highly secure virtual network by which to remotely view, sell and exhibit fine art
- Responsible for hiring and management of a team of what grew to seven programmers
- Designed databases, software and user interfaces, with focus on deadlines and budgets
- Reported directly to the Chief Technology Officer (San Diego) and worked closely with both the Chief Executive Officer (London) and the Founder (Paris)

CEO - Media Titan, Inc. - 1999-Present - San Diego and Twentynine Palms, California

- Created and managed a company that provided design, marketing and programming services
- Company grew to four programmers, two representatives, one designer, and one marketer
- Steered company toward advertising revenue with a focus on promoting green energy
- Ranked #1 on Google for keywords such as "internet marketing articles" and "solar energy"

References available upon request

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