

Michael BERG

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PASSIONS

DIGITAL MEDIA

Adept in Photoshop, Illustrator, and Dreamweaver; skilled in **SEO, UI, UX, and CTA principles**; hungrily learning Flash, jQuery, and advanced XHTML/CSS. I help my clients project a professional image on the web and in print.

PHOTOGRAPHY

Four years professional experience shooting events, sports, and portraits. Skilled in retouching and enhancing; leaving no evidence of transformations.

EXPERIENCE

APR 2007 - APR 2010 HQubed Media, LLC

Founded HQubed Media, LLC out of my love for digital media during my junior year of high school. HQubed experienced **exponential year-over-year client list growth**, working with over 16 clients on 23 projects across multiple mediums.

FEB 2010 - PRESENT M & B Enterprises Of Central Florida, LLC

An in-progress XHTML/CSS website redesign, SEO marketing, and branding package for Storm Ready Services, a mobile home anchoring company. Tight integration with sister site running a Wordpress based e-commerce setup.

FEB 2010 - PRESENT Premier Pools of Central Florida, INC.

An in-progress website XHTML/CSS redesign utilizing the 960 Grid System and SEO marketing for Premier Pools of Central Florida, a local pool design and renovation company.

Beginning a sixty second video spot project in May to engage and educate potential customers online, in the showroom, and at area trade shows.

MAR 2009 - PRESENT North Park Flooring, INC.

Responsible for SEO optimization and companion social media program resulting in a **sustained 300% gain** in web traffic during and after the first month.

AUG 2008 - PRESENT R. L. Plowfield and Associates, INC.

Event photography for high school varsity football games that accounted for **80% of total revenue generated**. Duties included shooting, packaging, and advertising the product.

EDUCATION

2008-2010

Digital Arts and Design (Bachelors of Science)

Full-Sail University, Winter Park, FL

2004-2008

High School Diploma with a 3.4 GPA

The Master s Academy, Oviedo, FL