

# HAROLD EMERY

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## SUMMARY

With my education and experience in TV and film, I have gained valuable industry knowledge and practical business experience in this field. I bring over a decade of hands-on TV and set production expertise, which can be viewed under “Harold Emery” on IMDb. My goal is to introduce professional standards and practices of audio and video production into the classroom. This includes a comprehensive understanding of how audio functions in both natural and studio environments, practical lighting techniques, effective video composition strategies, and common editing practices. Additionally, I aim to emphasize the importance of integrating these technical skills with the overarching goal of clear and impactful communication to the end user.

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## SKILLS

- Adobe Creative Suite
- UX Design - Figma, Adobe XD, Sketch
- WordPress (CSS, HTML, JavaScript)
- Usability Study
- Wireframing and prototyping
- A/B Testing
- Platforms: Agile and Azure
- 4 certifications in Google Analytics
- React

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## EDUCATION

Bachelor of Arts

Clark Atlanta University

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## **Outside Sales**

### **Trojan Roofing**

December 2024 - Present

Developed and maintained relationships with homeowners, business owners, and property managers to generate new roofing sales opportunities.

Conducted on-site inspections to assess roofing needs, provide detailed estimates, and recommend appropriate solutions.

Educated clients on roofing materials, installation processes, and warranty options to help them make informed decisions.

Managed the full sales cycle from lead generation and initial consultation to contract negotiation and project coordination.

Worked closely with project managers and installation crews to ensure timely and high-quality completion of roofing projects.

Utilized CRM tools to track leads, follow-ups, and customer interactions, improving efficiency and conversion rates.

Achieved and exceeded sales targets through proactive prospecting, networking, and referrals.

Stayed up to date with industry trends, local building codes, and competitor offerings to maintain a competitive edge.

## **UX Designer Lead**

### **Defiant Agency**

August 2020 - November 2024

*Defiant Agency (Alondra's, Jaclear, Infatuation Apparel, and others)*

Created usability study and Collaborated closely with product teams on Azure using Sharepoint.

Teams and Office. Completed wire framing, and high-fidelity prototypes, to ensure alignment with project and conducted. Used React to make placement and design changes to customers' spec.

Created comprehensive user research and facilitated beta testing to gather valuable insights and provide actionable feedback for iterative refinement and completion to customers specs using Figma, Materials (by Google) and other similar design systems and Adobe Creative suite (Photoshop and Premiere). I have worked with databases such as Zoho. Salesforce and hubspot to create custom tables needed for projects

## **Digital Content Manager**

### **Mapp Distributors**

February 2016 - February 2021 - Atlanta, GA

Crafted and executed targeted social media campaigns via Hootsuite across platforms like Twitter, Instagram, and Facebook, collaborating within a team to monitor objectives and outcomes. Produced compelling copy paired with engaging photo and video content using Adobe products. Leveraged various analytics platforms to glean insights.

The impact of these efforts led to my promotion from coordinator to manager, contributing to a notable 17% increase in the company's overall bottom line across all my projects

## **Technical Sales Coordinator**

### **Optical Cable Corporation (OCC)**

October 2015-January 2016 (Contract position) Plano, TX

Provided better product and material allocation between Roanoke, VA, Asheville, NC and Plano, TX facilities. Worked with industry leaders such as: Anixter, Graybar, Lockheed Martin and L-Com for product production and delivery.

## **Marketing Director**

### **CH Global, Inc.**

August 2011-September 2014 Greater Atlanta Area

Managed online contact development, handled database administration, and oversaw CRM operations within Joomla. Developed web contacts using PHP across Joomla/WordPress/Drupal platforms. Employed Mailchimp and Constant Contact for customer outreach and email campaigns. Orchestrated social media campaigns featuring contests and strategies to boost fan base and foster customer interactions. Tracked online advertising effectiveness using Adsense and third-party tools to measure CPM and impressions.

## **SVP of Marketing**

### **Fiya Magazine**

May 2008-June 2011 Greater Atlanta Area

Oversaw the development of brand identity and successfully secured event sponsorships. Formulated marketing strategies in collaboration with industry partners and key advertisers. Cultivated a robust social media presence on platforms like Facebook, leveraging HTML and CSS skills to craft engaging website content. Orchestrated mail-out, email, and event campaigns while spearheading SEO initiatives for optimization. Produced both live and streamed broadcast events, utilizing peer-to-peer technology within the Adobe production suite to create, edit, and distribute video content. Managed a diverse customer client base and played a pivotal role in driving sales for print and online ad distribution.

## **Marketing Director**

### **Respect Entertainment**

April 2005- February 2008 New York, New York

Collaborated on campaigns targeting corporate clients, utilizing radio and internet marketing alongside live events and strategic branding initiatives involving prominent

figures like Alicia Keys, Wyclef Jean, and Don King Enterprises. Extensive involvement in securing talent for product placement with apparel companies in the Far East Asia region. Additionally, partnered with influential entities in the entertainment industry, including Padell, Nadell, Fine, Weinberger & Co., focusing on product development, marketing, and advertising involving various celebrities and entertainment figures.

### **Global Investment Consultant**

#### **MCI WorldCom**

May 2001-November 2004 Greater Atlanta Area

I contributed to the integration of the Last mile of telco, connecting a conventional telecommunications hub to customer premise equipment. This involved integrating private servers with frame relay services and supplying premise equipment to clients for their communication needs. I also developed proposals and business plans aimed at enhancing the efficiency of integrating our services with customers' businesses