

TYLER WEHMEIER

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www.tylerwehmeier.me

KEY SKILLS

- Web Design/Editing
- Graphic Design
- HTML
- Digital Asset Management
- Illustration
- Image Compositing
- Video Editing
- Audio Production
- Photography

SOFTWARE / WEB APPS

- Sitecore CMS
- Sitecore DAM
- Adobe Photoshop
- Adobe Illustrator
- Brightcove
- Adobe Acrobat Pro
- CorelDraw
- Adobe Premiere Pro
- Adobe Audition
- Final Cut Pro
- Vegas Pro
- Pro Tools
- Cubase

PROFILE

Experienced Web Content Specialist and Designer with over two decades of expertise in web design/editing, graphic design, HTML, illustration, image compositing, video/audio production, and photography. Demonstrated ability to efficiently manage multiple projects concurrently while collaborating with clients, external vendors, and cross-functional teams to deliver high-quality results within established deadlines and budgets. Known for adaptability and quick learning, consistently incorporating new processes and technologies into an extensive toolkit to enhance project outcomes and efficiency.

WORK EXPERIENCE

Web Content Specialist/Web Designer

PTC | Boston, MA

2016 – Present

Responsible for creating, maintaining, and optimizing the company's online presence using HTML, Sitecore CMS, Sitecore Digital Asset Management (DAM), and several programs in the Adobe Creative Cloud.

- Utilize HTML and Sitecore CMS to edit, upload, maintain, and optimize website content
- Design and edit photos, logos, illustrations, and other graphics including color correction, compositing, manipulating, retouching, resizing, etc.
- Employ Digital Asset Management (DAM) system to upload, organize, tag, and enhance images and other digital assets for website utilization and public access
- Collaborate with cross-functional teams and stakeholders to ensure consistent messaging and branding across all digital platforms
- Facilitate effective communication between stakeholders and the web team to align website content with company goals and user needs
- Conduct regular audits of web content to ensure accuracy, usability, and compliance with web industry standards and accessibility guidelines
- Implemented rigorous quality control measures to uphold brand identity and consistency across all digital assets and platforms
- Developed comprehensive Sitecore tutorials and provided hands-on training to team members and stakeholders, empowering them to effectively utilize the platform for their respective needs

WORK EXPERIENCE CONT.

Webmaster / Web Designer

County of Volusia | DeLand, FL

1997 – 2015

Oversee daily updates and maintenance of all county government websites; promote county-sponsored events, programs, and public opportunities via traditional media and social media channels such as Facebook and Twitter

- Conceptualized and crafted graphics for websites, marketing materials, and advertisements, ensuring cohesive branding across all digital platforms. Additionally, curated and edited content for websites and social media channels
- Collaborated with various county departments to develop and maintain over 30,000 web pages, overseeing content creation, image selection, and regular updates
- Played a pivotal role in negotiating contracts for web hosting and content management systems, liaising with senior management, purchasing, legal, and IT teams to secure optimal agreements
- Acted as the primary liaison for multiple stakeholders and departments, facilitating communication and ensuring smooth collaboration on projects
- Drafted County Government Internet Policy, establishing guidelines for best practices, acceptable content, live links, advertising standards, font styles, image dimensions, and color palettes
- Provided comprehensive training sessions to staff members across departments, equipping them with the skills necessary to effectively edit and upload content to websites
- Produced and disseminated over 200 targeted advertisements on various social media pages, maximizing outreach and engagement

Co-founder / Operations Manager / Recording Engineer / Composer

ROA Records | DeLand, FL

2004 – 2013

Led and actively participated in all facets of recording, production, manufacturing, marketing, and distribution processes for CDs. Functioned as producer, audio engineer, mixer, composer, backing vocalist, and arranger.

- Coordinated administrative responsibilities including session scheduling, cost control, and budget oversight
- Conceptualized and executed artwork for all projects, encompassing CD cover art, logos, and website design, content, and graphics
- Developed and implemented marketing strategies, including the creation and dissemination of promotional materials, press kits, and social media campaigns
- Orchestrated online distribution channels and established distribution networks across Central FL
- Evaluated and negotiated contracts with external vendors such as CD manufacturers, mixing/mastering technicians, and printers
- Engaged a music marketing agency to promote the CD "Dish," resulting in significant airplay on college radio stations nationwide