

Tom Rassuchine

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EXPERIENCE:

Grand Sierra Resort and Casino

April 2007 - current Director of Electronic Marketing

Responsible for all aspects of electronic marketing including the creative design for the various electronic signage on and off property. Editing and animate video footage and effects for commercial campaigns broadcasted locally and regionally. Collaborative design, SEO integration and content management of numerous websites under the Grand Sierra Resort company. Work with 3rd party operator like expedia.com and priceline.com in online promotions and keeping them current with Grand Sierra Resort's evolving construction. Developing an email marketing campaign to grow the customer email database through attractive design of promotional and informative email content.

Duties include:

- Ability to create high impact electronic designs in a fast pace environment
- Editing, animated graphics, and compositing all video projects
- Video encoding to different formats for delivery
- Email marketing and utilize 3rd party software (EROI.com) to distribute.
- Integrate SEO techniques for organic performance and implement Google Ad word Cam paigns that yield high conversion rates (ROI)
- Greater understanding of the hotel and casino industry and marketing to that audience.

Couloir & Telemark Skier Magazines

2000 - 2003 Graphic Designer

2003 - 2007 Art Director & Photo Editor

Able to design new creative layouts per issue while managing the photos and the production of both magazines simultaneously working under scheduled deadlines. I've developed a keen eye for detail and effective visual communication.

Art Director duties include:

- Collecting material to design a cohesive look for eight issues between two different magazines
- Coordinating with advertising agencies and converting ads into Couloir's layout standards
- PrePress Postscript to PDF work flow to the printer
- Overseeing magazine blueline changes
- Developing marketing and promotional materials like media kits, campaigns, and renewals
- Designing publications web sites, which includes flash presentations, static web pages, and mysql/php applications

Photo Editor duties:

- Photo selection, slide scanning, color correction and other image preparation
- Managing approximately 40 yearly photographers and their submissions
- Selecting photos to correctly convey the magazines' missions and goals
- Shooting in-house product shots for gear reviews
- Maintaining current knowledge of the changing photographic mediums

Independent Contractor

Illustration, Web Design, Advertising Media

- *Tahoe Quarterly* - Magazine layout - 2005
- *Paddler Magazine* - Illustrations - 2006 Gear Issue
- Startup ski company *Moment Skis* - top sheet design, web and marketing design - 2006

- Cross Country Junior Olympics event - logo design - 2005
- *Unparalleled Soul Slide* movie - Animated introduction segments - 2002
- Annual Far West ski racing T-shirt and promotional materials designs
- Tahoe Donner Nordic Resort - brochure cover art work - 2000
- Sweetwaterbungalow.com/mediakit/ - Interactive flash media kit presentation - 2006
- Billstevensonphotography.com - Online photography portfolio - 2005
- TahoeImageSource.com - Online collaboration of artists and photographers - 2004

TECHNICAL: Able to learn and use new techniques through knowledge of current design / layout software.

EXPERIENCE:

- Adobe CS3 (Photoshop, InDesign, Illustrator, Acrobat, PageMaker, After Effects)
- Quark Xpress
- Macromedia MX (Freehand, Fireworks, Dreamweaver, Flash, Director)
- Final Cut Studio Pro 2
- Photo Management (iView Media Pro, Extensis Portfolio)
- Programming experience with: C++, php/mysql applications, html, action script
- Able to identify and correct file problems associated with cross-platform Mac/PC issues

EDUCATION: ***University of Nevada, Reno***
2002 Bachelor of Arts, Digital Media with emphasis in photography. Minors in Computer Science and Math.