Anthony James Padavano

Multimedia Specialist

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Summary

Creative Multimedia Specialist with 10+ years of experience in viral multimedia storytelling, marketing strategy, and content lifecycle management. Achieved +17.5M views and contributed to $2M in fundraising and revenue across 15 client campaigns (2011–2024). Skilled in cross-platform strategies, UI/UX design, and campaign optimization, driving audience growth by 35% and ROI by 325%. Proven leader in team collaboration and data-driven performance enhancements, delivering innovative solutions that combine creativity and measurable results.

Skills

Storytelling & Content: Storytelling, content creation, video production, audio production, visual campaigns, content lifecycle management

Digital Marketing: Campaign strategy, social media management, SEO optimization, Google Ads, paid media, email marketing

Design & UX: UI/UX design, WordPress, custom HTML/CSS, responsive design, accessibility, wireframing

Analytics: Performance analytics, A/B testing, conversion optimization, Google Analytics, reporting dashboards

Technical: Python, TypeScript, JavaScript, Node.js, React, Astro, GitHub Actions, CI/CD, Docker

Project Management: Cross-functional team leadership, stakeholder management, Agile/Scrum, resource allocation

selected projects

Forward Funders — Scalable Marketing Overhaul Jan 2020

- Transitioned client from in-person cold-calling to fully digital marketing approach
- Designed and executed social media and Google Ads campaigns achieving 328% ROI; drove consistent lead generation and scalable growth

Boca Ballet Theatre — Nonprofit Digital Transformation Jan 2020

- Rebuilt website and social media channels during COVID-19; managed ad campaigns driving funding and enabling remote performances
- Significantly boosted community engagement and donor contributions during critical period

MET4MORFOSES — Multilingual Digital Storytelling Jan 2022

- Produced interactive multilingual digital content exploring Western and Eastern cultural narratives
- Integrated UI/UX design and cross-platform strategies to engage diverse audiences

Amp Lab Media — Innovative Media Studies 2019 — Present

- Directed and produced video content for nonprofit YouTube channel featuring Object Lesson series
- Managed full content lifecycle; optimized for audience engagement, increasing reach by 42%

The Eight-Organ System 2024 — Present

- Designed and documented orchestration architecture across 91 repos, 8 orgs, ~386K words — demonstrating content lifecycle management at scale

Experience

Miami Dade College Foundation, Digital Marketing Manager — Miami, FL — 2023 – 2024 — 1 year

- Designed and executed targeted digital marketing campaigns, increasing donor engagement by 32% and surpassing fundraising goals
- Produced multimedia storytelling content including videos and social media posts, driving 28% increase in click-through rates
- Rebuilt and optimized foundation website — 38% traffic growth, 22% improvement in donation conversions
- Developed social media strategy boosting engagement rates across platforms by 23%
- Trained team members on advanced analytics tools, leading to 20% efficiency boost in reporting

AJP Media Arts, Multimedia Specialist — New York City — 2011 – present — 15 years

- Produced engaging video, audio, and visual campaigns achieving 17.5M+ views and contributing to $2M in client fundraising and revenue across 15 clients (2011–2024)
- Developed innovative marketing strategies integrating SEO and paid media — 290% ROI for key campaigns
- Launched and managed client websites using WordPress and custom HTML/CSS — 42% engagement increase, 30% speed improvement
- Conducted A/B testing and performance analysis to optimize campaigns — 27% engagement boost across client portfolios
- Delivered intuitive UI/UX designs for client platforms — 26% satisfaction increase, 35% retention improvement

Miami Dade College, FAU, Nova Southeastern, Keiser, Young Harris College, Tarrant County Community College, Broward College, Palm Beach State College, Instructor — South Florida — 2015 – present — 11 years

- Designed and delivered 100+ composition courses to 2,000+ students — 85% above-average grade achievement
- Applied UX principles to create accessible course materials — 92% student approval rating
- Enhanced lectures with multimedia tools, driving 22% increase in engagement
- Managed course lifecycle from concept to completion — 97% completion rate
- Refined teaching methods using performance analytics — 24% improvement in student retention

Independent, Creative Technologist — New York City — 2021 – present — 5 years

- Designed and launched eight-organ orchestration system coordinating 91 repos across 8 GitHub organizations with ~386K words of documentation
- Built generative art and music systems, interactive installations, and AI-conductor workflow for human-AI co-creation

Majestic Design, Project Manager — New York City — 2007 – 2018 — 11 years

- Led 50 commercial and residential construction projects from concept to completion — 90% on-time, within budget
- Produced project visualizations and promotional materials including 3D renderings and video walkthroughs — 25% increase in repeat business
- Built and maintained strong stakeholder relationships — 88% satisfaction rate
- Implemented risk mitigation strategies reducing project delays by 15%; 93% of projects met or exceeded standards

Education

M.F.A. **Florida Atlantic University**, Creative Writing — 2015 – 2018

B.A. **CUNY College of Staten Island**, English Literature — 2010 – 2014

Certifications

Full-Stack Developer — Meta: 2023 — 2024

UX Design — Google: 2022 — 2023

Digital Marketing & E-commerce — Google: 2022 — 2023

Project Management — Google: 2022 — 2023