

William Hood
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Contract Presentation Design Specialist

As a Presentation Fitness Trainer, by targeting bullet bloat and exercising the details, I assist my clients in carving out the fat and sculpting a lean and mean PowerPoint or Keynote presentation.

Qualification Highlights

- 30 years in the design field, the last 13 specializing in corporate executive presentations and events
- Strength in content development for executive presentations, product road shows and rollouts, business meetings and offsite events
- Excellent skills in presentation media development including graphics and animation, video production and PowerPoint styling, automation and effects
- Proficiencies in project management/executive producer roles overseeing content development, media production and presentation coaching

Professional Experience:

- Provided creative, production, graphics services and staging and logistical support for major internal business sales organization events, customer facing events and product road shows
- Created executive presentations and live event support
- Developed Executive Briefing Center customer presentations and technical product demonstrations
- Produced and directed highly successful consumer markets team building video project featuring employee-scripted video presentations filmed at locations throughout California
- Core team member for business sales and recognition events, contributing to theme and content development, visual identity integration and live event production
- Successfully integrated executive communication processes and logistics, including newsletters, Outlook mail communications
- Responsible for the seven western Executive Briefing Center websites and content, including graphic development, product demonstrations

Key Competencies:

- Visual and analytical thinker, detail oriented designer
- Strong presentation skills, writing skills and effective client relations skills
- Collaborative by nature; Able to work independently
- Fast learner; Ability to find solutions via achievable goals
- Counted on by peers as the “go to” person for creative solutions
- Motivated and enthusiastic with a proven track record for achieving group success
- Experienced in working with executive clientele
- Ability to work on multiple projects simultaneously

Application Experience:

- Presentation: Powerpoint, Keynote, Dataton Watchout multiscreen
- Graphics: Photoshop, Illustrator
- Animation: Flash, After Effects
- 3D: SketchUp, Swift 3D
- Video: QuickTime, Avid
- Audio: Sonicfire, GarageBand, M-Audio Fast Track and Ableton Live
- MS Office: Word, Excel, Outlook, Project, Access, SharePoint

Professional Experience:

1/2010 – Present

Independent Communication Design Consultant, WHA

Presentation Fitness Trainer. Actively work with clients to carve out the fat and sculpt lean and mean PowerPoint or Keynote presentations by exercising the details, and targeting bullet bloat.

01/2009 – 12/2009

Manager – Web Design and Intranet Management, AT&T Small Business Solutions

Successfully developed and launched new small business sales segment web presence supporting 2009 business reorganization. Managed team logistics, SharePoint training, website production, brand compliance, and content transition from legacy sales organization. Successfully integrated executive communication processes and logistics, including newsletters, Outlook mail communications and media uploads and links. Designed layout, created interactive graphics, and oversaw launch and management of internal sales initiative sites and implemented numerous Flash animation-based employee communications.

05/2008 – 01/2009

Area Manager Quality/M&P/Process, AT&T Regional Business Markets

Managed transitional communications web team during major corporate restructuring, integrating SharePoint and training associate administrators in content management. Responsible for the seven western Executive Briefing Center websites and content, including graphic development, product demonstrations and SharePoint integration.

01/2005 – 05/2008

Senior Online Marketing Manager, SBC Business Communications Services

Successfully managed and produced post-ATT/SBC merger redesign of internal business sales communications web portal, in conjunction with IT and corporate merger integration teams. Core team member for business sales and recognition events, contributing to theme and content development, visual identity integration and live event production. Produced and directed highly successful consumer markets group video project featuring 15 employee-scripted video presentations filmed at locations throughout California.

10/1997 – 01/2005

Multimedia Manager/Producer, SBC Multimedia Productions

Provided creative, production, graphics services and staging and logistical support of internal business sales organization events, customer facing events and product road shows. Developed Executive Briefing Center customer presentations and technical product demonstrations. Managed technical upgrade and redesign of western regional business web site, coordinating all stakeholders and contract production vendor.

05/1996 – 07/1997

Staff Event Manager, Pacific Bell Marketing Communications

Managed staging and media for internal events and customer conferences. Maintenance and support of PC-based presentation systems.

Additional Professional Experiences

- Magazine publishing
- Residential construction and design
- Graphic design
- Screen printer
- Sign Maker
- Construction Educator

Education

California Polytechnic State University, San Luis Obispo, CA
BS – Graphic Communications/Design