

# Leland Maurello

4 Mountain Way  
West Orange, NJ 07052  
Leland@TheBrightroom.biz  
Business: 973-592-7441

Seeking a position where I can utilize cross platform graphic conversion & creative skills

## Work Experience

### The Brightroom Biz, LLC: 2001-Present

The Brightroom is my own consulting company providing computer related services to both individuals and small business. Products and services range from business cards, to websites, computer hardware to network installations.

Clients include:

### CuffAndBangle, a division of TopButton.com, Millburn NJ - 2010

Provided data entry of over 500 products with descriptions, graphics and pricing to a proprietary e-commerce system.

**Achievements:** Launched social networking campaign & configured various portals & started blog in Wordpress, Buzz & Twitter.

### TechDesigno: West Orange, NJ - 2006-2008

www.techdesigno.com . Maintained website, set up websites for customers, field service for software and hardware, various office duties. **Achievements:** introduced CEO to open source CMS web systems (Joomla) and CRM (VTiger) maintained WestOrange.com community website. Subcontracted field service work through Nexicore for Staples EZ-Tech.

### Charley T's Printing: Richmond VA 2001

Desktop publishing, prepress, custom product imprinting.

### Circuit City: Richmond, VA - 1994-2000

**MIS / IT:** Level II & Level III helpdesk. **Achievements:** Graphic, well written documentation of procedures, installations, wiring diagrams, network diagrams, and departmental guides.

**Central Headquarters Recruitment Advertising:** produced line and display ads for major publications throughout the US for all stores. Worked with recruiters and papers to maximize impact & placement. Side projects included recruitment booth, poster graphics, in-house created ad-templates sourcebook.

**Achievements:** Introduced Circuit City to then nascent internet recruitment advertising. Created FileMaker relational database of recruiters, publications with ad-specs, and HTML automatic ad generation from parsed copy.

## Computer Skills

**Platforms:** PC / Macintosh / Linux / Unix, familiar with interoperable file formats in all three systems, and hardware build / replacement.

**Software:** All Office software, Adobe Creative Suite including Premier and Flash, Quark Express, Dreamweaver, FTP, Shell Access.

**Web Software:** Install, customize and utilize various Content Management Systems, Merchant Cart systems, and Customer Relation Management systems, setup & configuration of LAMP and WAMP environments.

## Graphics / Web Design

**Graphics :** Proficient in Photoshop, Illustrator, InDesign for original and re-created artwork such as logos, illustrations, incidental graphics. Also quite proficient in photo-manipulation, enhancement, correction and creative treatment of both photographs and illustrations. Can take rough web or illustrated graphics and turn them into sharp, multi-use vector art. Excellent eye for color matching, and color separation for spot color, screen print, black/white, halftone, and 4 - 6 color process.

**Layout / Page Design:** Proficient in InDesign, Quark Express, Scribus.

- \* Business Cards
- \* Stationary/Lttd/Env
- \* Postcards
- \* Brochures
- \* Newsletters
- \* Sell Sheets
- \* Flyers
- \* Newsprint Ads
- \* Booklets
- \* Custom product imprint of logos
- \* Sew/Iron on patches
- \* Large format posters and banners from canvas to cars

**Internet:** Website design from scratch using HTML & scripting, install, configure, customize and test & deploy CMS systems such as Joomla, Concrete5, Xoops, CRM systems such as SugarCRM, VTiger, E-Project, plus other various website software tools, VNC remote desktop control, Shell access command line control & configuration, Media streaming setup, and recently social network setup & cross-linking, Wordpress, Facebook, Twitter, Blogger, Flickr, Picasa, Vimeo, YouTube and others.

## Education

**State University of NY at Albany:** Major; Theater, Minor; Music. Electives in Computer Science, Math, Physics, Art.

**Circuit City:** Banyan Network Administrator, Studied for ( and passed ) A+ exams, studied for MCSE, Departmental Move Coordinator.