

MIKE D'AVRIA

EDUCATION

Fall '99 – Spring '03 **Indiana University** Bloomington, Ind.
Bachelors of Arts Degree in Journalism
- Graduated from the Ernie Pyle School of Journalism with a concentration in Broadcast News and Television Production. Received a minor in Film Studies and Communications.

EXPERIENCE

Oct. '12 - present **Charlotte Information Strategists** Charlotte, N.C.
President

- President of multimedia marketing and strategy firm that boost local business profiles in Charlotte using videos, web design, SEO content, and the implementation of these concepts. www.CharlotteIS.com

Oct. '11 - Oct. '12 **OtherScreen** Charlotte, N.C.
Brand and Community Manager

- Managed areas of Social TV app OtherScreen that dealt with community and brand visibility. In charge of 10 - 15 contracted employees, communications to users, all aspects of blog, and live gameplay. Company raised \$1 million before closing down (and returning investors money) due to market feasibility studies we ran in the Social TV app space.

Nov. '09 - Oct. '11 **www.MIKEDAVRIA.com** Charlotte, N.C.
Freelance Writing, Marketing, Video Production

- Was contracted in areas of freelance writing (articles for media outlets, blogs for online sites, grant writing for Non-profits), Marketing (web design, brochure creation) and Video Production (promotional videos, photo slideshows, DVD creation). Clients included: Tactic Company in Brooklyn, N.Y.; Charlotte Viewpoints Magazine in Charlotte, N.C.; SoManyMP3s.com in Philadelphia, Pa.; HelloMetro.com of Louisville, Ky.; and Clatter & Din in Seattle, Wash.

Apr. '06 - Nov. '09 **YMCA of Greater Charlotte** Charlotte, N.C.
Program Director for Morrison Family YMCA and Steele Creek YMCA (Full-time Exempt)

- Supervised more than 70 part-time employees and oversaw the budget of more than \$500,000 in Teen Programs at the Morrison Family YMCA @ Ballantyne and Youth Programs at the Steele Creek YMCA in a Southwest Charlotte shared Community position.

May. '05 – Apr. '06 **YMCA of Metropolitan Atlanta** Atlanta, Ga.
Marketing/Program Coordinator for Jay Levergood Teen Center

- In charge of all marketing and advertising for an 18,000 square-foot teen center at the Ed Isakson/Alpharetta Family YMCA – which included a video editing lab, stadium seating and video game arcade.

Oct. '03 – Apr. '05 **Athens Banner-Herald** Athens, Ga.
Regional Reporter (Full-time Exempt)

- Covered government, education, police and courts for Oconee County, a bedroom community for Athens and the University of Georgia. Also worked Sundays as the General Assignment/Police reporter for city of Athens. Wrote nearly 400 articles in this time period, with approximately 120 appearing on the front page.