

LEO POPOVIC

SENIOR WEB PRODUCTION. GRAPHIC DESIGN. WEB DESIGN. ILLUSTRATION. INTERNET MARKETING

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LOS ANGELES AREA

With over 13 years of experience in the field, I can design and implement a company's identity from beginning to end: from initial logo and branding conception, to customized web development and functionality, to a streamlined consumer interface. I work on carefully-defined timelines while maintaining clear and easy communication with my clients. I improve profitability through the synergy of creative and impactful design, relevant yet innovative marketing, and highly effective social media integration.

When I'm not at work, I am a dedicated adventure junkie (rock climbing, mountaineering, cycling, running). My love of nature gives me a unique perspective that comes alive in most of my art.

Technical Skills: HTML5, XHTML, CSS3, JavaScript, MySQL, Adobe Dreamweaver, Adobe Flash, Adobe After Effects, FTP Client Programs, eCommerce programs (Magento, eJunkie, etc.), Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark Express, SEO, SEM, Google AdWords.

PROFESSIONAL EXPERIENCE

iQUAL CORPORATION . RANCHO CUCAMONGA, CA . 2007 - PRESENT

The iQual Corporation provides consumer credit advisory services focused on financial wellness and literacy through its branded programs called the ApprovalGUARD Service, Experian Credit Advisors and Credit Score Hero. iQual also partners with corporations, financial institutions and government agencies to provide their service to their employees/clients as a benefit. iQual's most notable affiliates include Experian, Lending Tree, Fannie Mae, Radian, Nationstar, Lexington Law and CreditRepair.com.

SENIOR WEB PRODUCER / Internet marketer (2012-present)

Responsible for concept-to-completion of iQual's web sites, web programs and internet marketing campaigns through illustration, graphic imagery, front end development, UI design and web production. I am responsible for the content creation and execution of all of iQual's email marketing and maintenance, as well as our social media sites and blogs. I also manage small projects including the building of new landing and other content pages, registration and lead forms, site features, new multimedia content, and mini-sites.

GRAPHIC & WEB DESIGNER (2007-2011)

Designed marketing print material for our affiliates including flyers, envelopes, and identity press kits. Also designed and maintained our company and affiliate web sites.

PLANET SHOOPOP (POPOVIC DESIGN, LLC) . RANCHO CUCAMONGA, CA . 2010 - PRESENT

Planet ShooPop is a one-stop shop for client web solutions. We create all types of web sites including e-commerce, CMS, business card and custom sites. Our artistic and creative edge give us an advantage at creating truly genuine solutions that not only produce the results our clients want, but look and feel beautifully genuine.

CO-OWNER & PRESIDENT

I integrate client goals with advanced branding strategy and web development concepts to create truly unique, functional, and distinctive web solutions. In order to excel in their respective markets, my clients, including companies such as Sender Films, Hangar 18 Climbing Gyms, ASANA Climbing, Santa Monica Flyers, and Central Rock Gyms, require a diverse range of marketing approaches that will increase their exposure and attract customers.

KELLER WILLIAMS REALTY . ONTARIO, CA & NORCO, CA . DEC 2004 - AUGUST 2007

MARKETER & REAL ESTATE AGENT ASSISTANT

Designed print and web material, including signs, web pages, brochures, etc. for offices in the Inland Empire region.

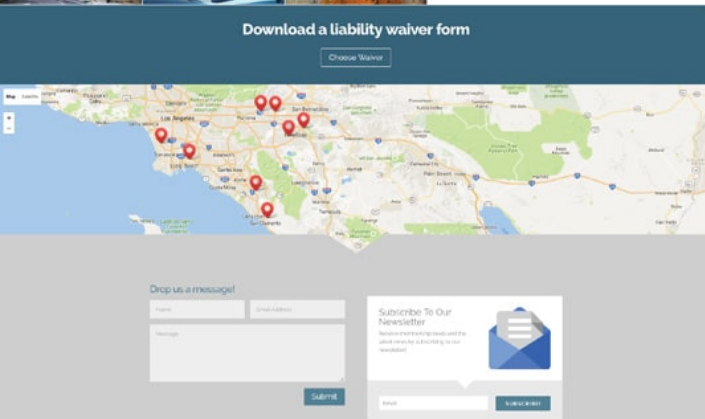
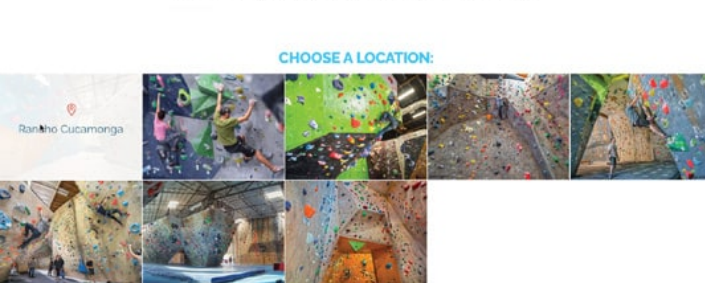
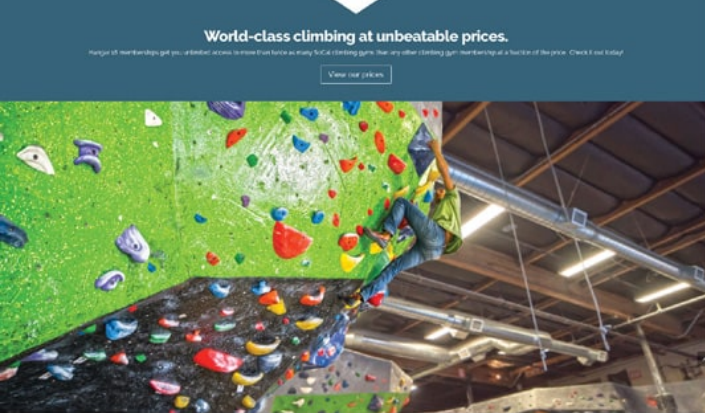
EDUCATION

BA in Graphic Design with honors from Cal Poly Pomona (July 2003)

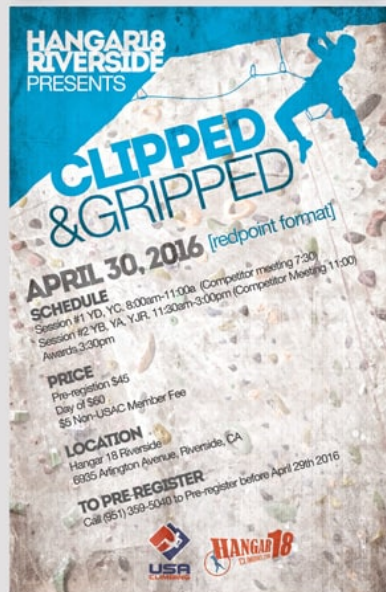
HONORS/AWARDS

First Place Senior Project at Cal Poly Pomona 2003
 2003 Cum Laude Honors (B.A. in Graphic Design from Cal Poly Pomona)





HANGAR 18 CLIMBING GYMS



Client: Hangar 18 Indoor Climbing Gyms
Industry: Climbing Gym
Project: Logo, Website & ID system



CENTRAL ROCK GYM CAMBRIDGE PRESENTS

THE PULDOWN BOULDERING SERIES

MAY 23
JUNE 27
JULY 25
AUGUST 22
SEPTEMBER 26

\$20 ENTRY FEE | YOUTH COMPETITION IN THE MORNING
TO REGISTER AND FOR MORE INFO
VISIT OUR SITE AT WWW.CENTRALROCKGYM.COM

CRC CAMBRIDGE | 127 SMITH PLACE, CAMBRIDGE, MA 02138 | 617.285.8957

CENTRAL ROCK GYM GLASTONBURY PRESENTS

BBBQ [a bouldering BBQ]

SATURDAY JULY 11

On July 11th, Central Rock Gym is combining two of the best things that summer has to offer: bouldering comps and barbecues. Introducing the BBQ & comp and post-bouldering competition. With the focus on technique over power and strength, the BBQ is a new type of bouldering comp that makes a person's game. Enjoy free beers from our local microbrewery, and food from the Plan B Burger food truck. Prizes will be awarded to the top competitors.

\$15 MEMBERS | \$30 NON-MEMBERS
BEGINS AT 4PM | BOULDERING COMP: 5PM-9PM
TO REGISTER AND FOR MORE INFO
VISIT OUR SITE AT WWW.CENTRALROCKGYM.COM

CRC GLASTONBURY | 239 EASTERN BLVD., GLASTONBURY, CT 06033 | 860.658.6200

CENTRAL ROCK GYM PRESENTS

RING OF FIRE 2015

MARCH 29th
CRC WATERTOWN
617.744.0081
24 ASTOR ST. WATERTOWN, MA 02472

For more information go to www.ringoffireclimbing.com

CENTRAL ROCK GYM & FIJI WATER PRESENT

RING OF FIRE 2014

COMP #1 @ GLASTONBURY MARCH 15
COMP #2 @ HADLEY APRIL 12
COMP #3 @ WATERTOWN MAY 2 & 3

For more information go to www.ringoffireclimbing.com

FIJI WATER, adidas, PETZL, TRANGO, BOBBS, ATOMIK

CENTRAL ROCK GYM RANDOLPH

GRAND OPENING NOVEMBER 14

Free climbing | Lunch food trucks
Free CRG shirt to first 50

CENTRAL ROCK GYM CAMBRIDGE PRESENTS

THE PULDOWN BOULDERING SERIES

JULY 18

{ NO INITIATION FEE FOR JANUARY }

Let us help you get the new year started the right way.



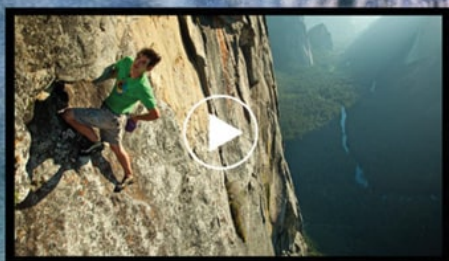
PRESENTS IN ASSOCIATION WITH **CLIF**

SENDER FILMS

VALLEY UPRISING

YOSEMITE'S ROCK CLIMBING REVOLUTION

A SENDER FILMS PRODUCTION



COMING FALL 2014



REEL ROCK 9

GOALZERO SONY evolv PETZL Climbing CLIF



Client: Sender Films
Industry: Outdoor Film
Project: Websites





ASANA CLIMBING

CART: 0 item(s) - \$0.00

BOULDERING CLIMBING GYM CLOTHING HOLDS

Search entire store here...

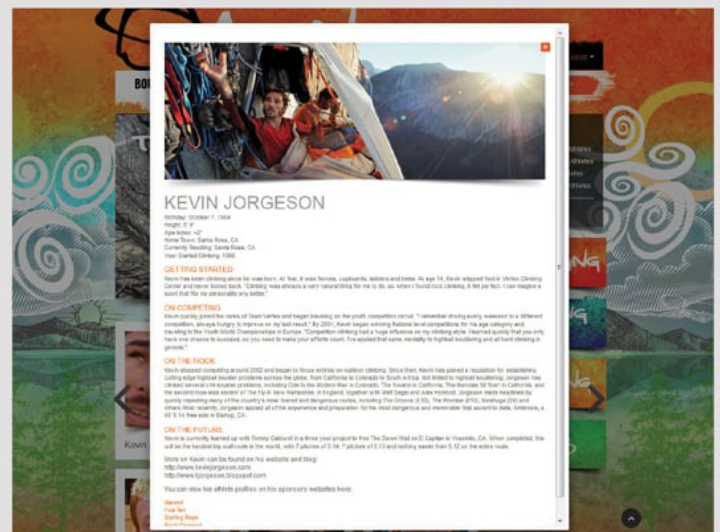


BOULDERING

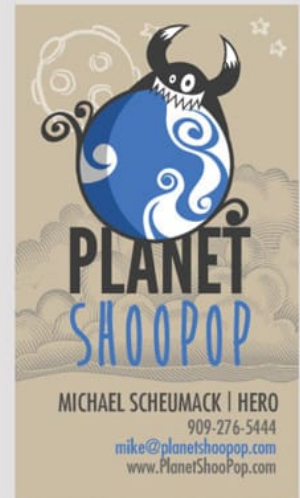
CLIMBING GYM

CLOTHING

HOLDS



Client: Asana Climbing
Industry: Outdoor Retailer
Project: Website



Client: Planet ShooPop
Industry: Web Design & Marketing
Project: Website, Print & ID system



ADVENTURE PHOTOGRAPHY



Client: Me
Project: Adventure Photographs

