

TREVOR CAESAR

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OVERVIEW

With 18 years of experience in Digital Media, Online Marketing, and Internet Technology, Trevor has developed deep expertise in crafting and executing strategies that enhance key business metrics. His focus has often been in marketing communications, including the creation of press releases, email campaigns, and graphic design projects. With an extensive background in crafting, implementing, and monitoring successful marketing initiatives Trevor's work has consistently resulted in increased engagement, revenue growth, and brand visibility.

EXPERIENCE

[Island Technologies, Granada Hills California](#) – JUNIOR FULL STACK ENGINEER

2023 – JULY 2024

- Collaborated closely with cross-functional teams to deliver digital solutions that aligned with client goals, enhancing their online presence and engagement by contributing to content development and ensuring consistent messaging across platforms.
- Contributed to various projects within an Agile development environment, applying expertise in modern PHP and JavaScript MVC frameworks to enhance functionality and user experience.
- Participated in code reviews, quality assurance, revision testing, and deployment, ensuring smooth and successful product launches for clients.

[The Pixel Flow, Remote](#) – FOUNDER

2009 – 2023

- Led agency-level clients through the stages of discovery, quality assurance, and deployment, ensuring the successful launch of high-impact digital marketing initiatives.
- Crafted and executed post-launch strategies that significantly increased brand visibility, resulting in hundreds of millions of unique visitors and substantial revenue growth.
- Assembled, led, and managed multiple distributed remote teams using Agile methodologies, fostering collaboration and driving the successful execution of marketing communications projects across various platforms.

Main & Rose, Remote – Head of Technology

2019 – 2022

- Developed and implemented company-wide project lifecycle processes, driving adoption to enhance team performance and streamline client onboarding, project scoping, and fulfillment.
- Led the development and deployment of high-end website launches as Project Owner, ensuring seamless execution for prominent brands, including Hilton Hotels and a startup backed by former BlackRock executives.
- Collaborated with marketing teams to ensure that digital strategies, including website content and design, aligned with brand messaging, resulting in increased engagement and consistent brand representation across all digital platforms.

Taylor Media, Remote – CTO

2015 – 2016

- Assembled and led an internal technology team to develop and implement marketing solutions that generated over 2 million subscribers, significantly boosting annual site revenue to the seven-figure level.
- Oversaw a comprehensive site and digital strategy overhaul, ensuring the alignment of content, design, and user experience with marketing goals, ultimately laying the groundwork for a nine-figure acquisition.
- Collaborated closely with marketing and content teams to craft strategies that enhanced brand visibility and audience engagement, contributing to sustained growth and market positioning.

SKILLS

Solutions Architecture, Javascript, PHP, MVC Frameworks, CMS Platforms, API Implementation, Executive Management, Conversion Optimization, Business Automation, Marketing Strategy, CRM Systems, Content Creation, Graphic Design (Adobe Creative Suite), Email Marketing (Campaign Design & Management), Social Media Management, Project Management, WordPress Development, Press Release Writing, Team Collaboration, UI/UX Design, SEO Best Practices.