



**RODRIGO PEREZ-SEGNINI**

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[www.krezione.net](http://www.krezione.net)

## **PROFILE**

I am a proactive and proficient web developer/audio engineer; I believe in "it is not what you do, but how well you do it", that defines you in the professional life. I am self motivated and task oriented team player with managerial experience.

## **EXPERIENCE**

### **PROJECT MANAGER/WEB DEVELOPER, KREAZIONE.NET; SAN ANTONIO, TX — 2007-PRESENT**

Krezione Kolective is a multidisciplinary creative group that focuses on visual impact and outside the box solutions - <http://www.krezione.net>

### **Responsibilities**

#### Project Management

- Plan, direct, and manage designated projects.
- Ensure that objectives are accomplished in accordance with outlined priorities.
- Analyze results of operations to discover more efficient ways to utilize resources.
- Coordinate the development of several projects.
- Delegate responsibilities and design time schedules.
- Negotiate contracts.
- Review project status reports during each operational phase.
- Prepare weekly project status reports for management.

#### Web Development

- AS3 (flash) / XML , XHTML/CSS3/Jquery, basic PHP.
- Flash, Dreamweaver, Photoshop/Illustrator, After effects.
- Content Management System setup / mySQL.
- Account set up and maintenance.

#### Sound Design

- From pre-production to full postproduction of music.
- Synthesis of soundscapes.
- Sweetening and enhancement of sound.

### **MAIN ENGINEER, K AUDIO LAB; FREELANCE — 2002-PRESENT**

Operate machines and equipment to record, synchronize, mix, or reproduce music, voices, or sound effects in sporting arenas, theater productions, recording studios, or movie and video productions.

#### **Responsibilities**

- Confer with producers, performers, and others in order to determine and achieve the desired sound for a production such as a musical recording or a film.
- Mix and edit voices, music, and taped sound effects for live performances and for prerecorded events, using sound mixing boards.
- Record speech, music, and other sounds on recording media, using recording equipment.
- Regulate volume level and sound quality during recording sessions, using control consoles.
- Reproduce and duplicate sound recordings from original recording media, using sound editing and duplication equipment.
- Separate instruments, vocals, and other sounds, then combine sounds later during the mixing or post-production stage.
- Set up, test, and adjust recording equipment for recording sessions and live performances; tear down equipment after event completion.
- Synchronize and equalize prerecorded dialogue, music, and sound effects with visual action of motion pictures or television productions, using control consoles.
- Create musical instrument digital interface programs for music projects, commercials or film post-production.
- Keep logs of recordings.
- Prepare for recording sessions by performing activities such as selecting and setting up microphones.
- Report equipment problems, and ensure that required repairs are made.

### **ASSISTANT STORE MANAGER, GUITAR CENTER 832; ROCKVILLE, MD — 2005-2007**

Working with the Department Managers, the Store Manager, and any other Assistant Store Manager as part of the management team.

#### **Responsibilities**

- Assist in the recruitment and hiring of the most qualified applicants to meet the store's needs.
- Conduct orientation, train, coach, and develop Department Managers and associates in execution of daily tasks.
- Maximize sales and measure sales performance on a daily basis by reference to class sales reports from year prior on same day.
- Coordinate sales promotion activities and pricing of merchandise.
- Oversee floor moves, preparation of merchandise displays and presentations, exercising judgment and discretion in applying merchandising concepts and guidelines.
- Oversee proper pricing of merchandise and ensure all price changes are made.
- Facilitate proper communication between Department Sales Managers and the buying office about comparative shopping analyses, fast and slow selling classifications and styles, planning and adjusting stock levels, and customer requests.
- Coordinate the flow of merchandise to the sales floor.

- Oversee compliance of Department Managers and all associates with established company policies and standards, such as safekeeping of Company funds and property, personnel practices, and security, sales, and record-keeping procedures.
- Help solve problems that affect the store's service, efficiency, and productivity.
- Administer sales contests to achieve goals established by the corporate office.
- Lock and secure the store.
- Provide and inspire outstanding service to our customers.
- Exercise judgment and discretion alone, and in conjunction with the Store Manager, Department Managers, and any other Assistant Store Manager, in the day-to-day operations of the store.
- Any other tasks as assigned from time to time.

## **SKILLS**

Bilingual: Spanish and English (Read: very good; Write: very good; Conversation: very good)

### **Web development:**

Languages: AS3 (flash), HTML5, CSS3, JQuery 1.4.2.

Softwares: all of Adobe softwares, CssEdit and most open source CMS systems.

Platform: Mac.

### **Audio Engineering:**

5.1 mixing and mastering for DVDA / cinema scoring.

Synthesis: Analog and digital, sound designer.

Music: Read and write.

Software: All mayor DAW, my choice is logic pro 9, certified Pro Tools HD operator.

Platform: Mac.

## **REFERRALS**

Brandon Wallace: Executive Producer:Partner; Ratio

A: 221 W. Poplar, San Antonio 78212

P: (210) 858 1577

E: [brandon@ratio.tv](mailto:brandon@ratio.tv)

W: <http://www.ratio.tv>

Greg Schuller: Director of Cultural Arts for the McAllen Chamber of Commerce

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