

# Alexander V. Asdourian

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Entrepreneurial professional with end-to-end experience in software development management, content production, & graphic design. Highly skilled in executing the complete program or production life cycles, including marketing efforts such as script or copy writing, voiceover recording, & video editing. Proficient researcher, learner, & educator with an established reputation for solving problems and a high success rate in troubleshooting systems. Adept at leveraging talent and expertise to excel in technical writing, and software training, driving achievement in technological, multimedia, and artistic endeavors.

## PROFESSIONAL EXPERIENCE

### **altherithm.com**

**Newport Beach, California**

#### Freelance Consultant, Salesman, & Multimedia Producer

Aug 2020 - Present

- Trained hundreds of people on Windows and Mac systems, primarily through troubleshooting, teaching, providing clear documentation, and solving issues related to live streaming and recording using Open Broadcaster Software / OBS Studio.
- Orchestrated the complete video production cycle for Tentango, including content research, scriptwriting, voiceover narration, editing, thumbnail graphic design, music production, sound effects, and community management.
- Produced SEO-optimized, Top 10-style content that captivated audiences and yielded impressive outcomes, amassing a subscriber base of 4,000+ and attracting more than 900,000 views.
- Conducted graphic design and software development management for a law firm and startup, resulting in cost savings of over \$50,000 and increased satisfaction for the company owners, clients, and engineering team.
- Excelled as the live stream host, producer, and video editor for The Demo Forum virtual cybersecurity conferences, achieving a 30% increase in viewership and a 25% boost in sponsorship revenue.
- Demonstrated broadcast expertise by hosting and recording investor relations presentations for TWST Events.
- Showcased talent by narrating and recording remote legal depositions at AlterNative Media / Cyril Video, producing high-quality recordings and a fast-paced workflow for this high-pressure task, increasing reporter, attorney, and witness satisfaction by 50%+.
- Established trusting relationships with multiple individuals by serving as their go-to resource for podcast production, including audiovisual setup, software training, and hardware sourcing, saving them 100's of dollars finding like-new items in used markets.
- Achieved consistent sales and lead generation using multiple online platforms, consistently receiving stellar feedback on work and securing 6+ new clients per month which generated \$20,000-\$30,000 in annual revenue.
- Allocated earnings toward developing two personal ideas: an anonymous, conversation focused, random chat social media platform and a new style of computer mouse, designed as a futuristic exoskeleton, for competitive gaming and workspace use.

### **Tadapix**

**Los Angeles, California**

#### Technical + Script + Copy Writer & Re-Brand Designer

May - Aug 2020

- Collaborated with creative teams to craft engaging and compelling scripts for animated explainer videos, as well as directed voiceover recording sessions, resulting in a 20% increase in viewer engagement and a 15% boost in conversion rates.
- Led the market research, competitor analysis, and design initiatives to inform and complete the re-branding strategy, transforming the company into "Anvil Video," garnering a 27% increase in brand visibility and a revenue boost of \$40,000.

### **Dr. Menas Kafatos & Robert Edward Grant**

**Orange, California**

#### Researcher & Writer

2018 - 2019

- Authored in-depth research papers exploring the significance of prime numbers and their pivotal role in RSA encryption, providing comprehensive insights into cryptographic algorithms.
- Produced easily understood technical documentation, including user manuals and instructional guides, for software applications, achieving a 20% reduction in user support requests.
- Secured employment opportunities by cultivating strong relationships with professors, resulting in valuable professional connections that led to successful career placements.

### **Long Beach Junior Crew**

**Long Beach, California**

#### Novice Women's Rowing Coach

2016 - 2017

- Developed and implemented comprehensive training programs for 40+ first-year rowers and coxswains, focusing on building strength, endurance, and teamwork skills.
- Mentored and guided novice or first-year women's rowers and coxswains, leveraging the expertise gained as a coxswain and rower for the Newport Aquatic Center during high school, resulting in a 10x improvement in technique.

## EDUCATION

### **Chapman University**

**Orange, CA**

#### B.S. in Business Administration

2018

## SKILLS AND INTERESTS

**Technical Skills:** Microsoft Office, Windows, Mac OS, Linux, Google Suite, Adobe Creative Cloud (Premiere Pro for video editing & Photoshop for design), Logic Pro X, Audacity (for audio recording and editing), Open Broadcaster Software (OBS Studio)

**Interests:** Making music, editing videos, live streaming games, and hosting an online community

# Gallery

Photo taken of me, small boat on the left, while working as a rowing coach:



Logos Designed for Newport Harbor Law and Anvil Video

