

RORY DALE

rorydale@mac.com
www.rorydale.com

400 West 150th St. #54
New York, NY, 10031
(901) 786-8563

Profile

Certified Apple Technician. Qualified professional in Sound Design, Live Sound Engineering, Graphic Design, Video Design, and Web Design. Experienced in Public Relations, Marketing and Customer Service. Strong interpersonal skills. Focused task worker. Excellent team member. Intuitive, pragmatic, detailed and efficient.

Experience

Apple Store, Fifth Avenue, New York, NY

Systems Administrator, (April 2012 - present)

- Oversee support and maintenance of directory servers, file servers, network user accounts, and web servers for 800 employees in a custom in-store technical environment for a 24-hour global flagship.
- Produce DeployStudio workflows to create troubleshooting tools and in-store imaging solutions.
- Develop, create and support in-store websites and web apps.
- Work as a liaison with Apple Information Services & Technology supporting network infrastructure.

Training Facilitator, (November 2012 - present)

- Facilitate training in repair strategy and techniques to Apple employees.

Genius, (March 2011 - present)

- Provide customer facing hardware and software support leveraging acute interpersonal skills and focused time management in a location servicing in excess of 1200 customers daily.

Family Room Specialist, (October 2010 - March 2011)

- Provide technical support for mobile devices and deliver Personal Training sessions to customers.
- Maintained 100% positive rating throughout tenure in customer survey of Personal Training sessions.

Playhouse on the Square, Memphis, TN

Resident Sound Designer, (2003 - 2012)

- Designed sound for 100 live musical and non-musical theatre productions.
- Composed, recorded and produced original music.
- Created projection designs and video animations.
- Maintained and updated sound reinforcement and video infrastructure.
- Contributed to the audiovisual system design of a new \$12.5m main-stage theatre.
- Replaced main file server and assisted with networking three locations.

Graphic Designer, (2003 - 2012)

- Designed promotional materials including show posters, postcards, web graphics, print ads, newsletters, billboards, and season brochures.
- Developed a modern brand identity and conformed all marketing materials.
- Photographer for promotional materials, posters, live production shots, and special events.

Web Designer, (2003 - 2012)

- Redesigned website adding online purchasing and event registration.
- Created Filemaker interface to access data and update the site.

Unified Professional Theatre Auditions, Memphis, TN

Web Designer, (2005 - present)

- Created online registration, implementing credit card processing, digital image uploading and databasing of resumes for approximately 1500 yearly registrants.
- Designed a Filemaker front-end content management system for the administration to access the data.

Hastings Direct, Bexhill-on-Sea, UK

Marketing Assistant, (1999 - 2003)

- Worked in a four person marketing team for the UK's second largest Motor Insurance Company.
- Redesigned website following strict corporate branding guidelines.
- Provided graphic and web design for a student targeted motor insurance brand, and other branch websites of the company.

Education

University of Leeds, UK - BA (Hons) Popular Music Studies, 2002.

Skills

Certifications

- Apple Certified Mac Technician
- Apple Certified Support Professional

Software

- Mac OS X, Mac OS X Server (10.7 & 10.8), Microsoft Windows.
- HTML, CSS, PHP, MySQL, JavaScript, jQuery.
- Pro Tools, Logic, QLab, Adobe Creative Suite, Final Cut, Compressor, Filemaker, iLife and iWork suites.