

Floyd L Devine

MEDIA SPECIALIST / DIGITAL MEDIA MANAGER

EDUCATION

- 2016 - 2018 BACHELOR OF APPLIED SCIENCE - GRAPHIC DESIGN
Indian River State College/Fort Pierce, Florida
Emphasis - Visual Communication
- 2010 - 2011 MASTER OF SCIENCE - ENTERTAINMENT BUSINESS
Full Sail University/Winter Park, Florida
Valedictorian / 4.0 GPA
- 1996 - 1996 CERTIFICATE (MS EQUIV) - POLITICAL MILITARY AFFAIRS
Brazilian Naval War College/Rio de Janeiro, Brazil
- 1981 - 1985 BACHELOR OF SCIENCE - GENERAL SCIENCES
Unites States Naval Academy/Annapolis, Maryland
Minor in English

PROFESSIONAL EXPERIENCE

- 2011 - Pres LOCIAN LLC
Owner / President
Consultant to the recreational dive industry specializing in management, digital media, and training. Created web sites, social media channels and digital media for South Florida dive centers. Assisted in development of new dive retail operations.
- 2014 - 2015 HOLIDAY DIVERS (DBA DIVERS DIRECT)
Dive Instructor
Conducted advanced diving programs and instruction as a Master Scuba Diver Trainer. Acted as liaison with local community for dive related activities and training.
- 2011 - 2014 MILITARY LIAISON OFFICE / U.S. EMBASSY BRAZIL
Finance, Comptroller and Administration Officer
Plan, administer and execute annual office budgets totaling in excess of \$800,000. Maintain databases of agency funds utilizing SAP based Resource Management Suite. Provide administrative support including personnel management, Embassy liaison, and support for visiting dignitaries.
- 2011 BONNIER CORPORATION / SCUBA DIVING MAGAZINE
Interim Director Scuba Labs
Develop testing regimes, coordinate and execute testing of scuba equipment. Compile and organize testing data. Write test results and equipment reviews for publication.
- 2008 - 2010 PRO DIVE INTERNATIONAL
Retail Operations Manager
In charge of retail center operation, store design, product display, stock management/inventory, and purchasing.
- 2007 - 2008 DIVE KEY WEST
Dive Instructor
Conducted advanced diving programs and instruction and served as retail sales associate.
- 1985 - 2005 UNITED STATES NAVY (DD-214 ON REQUEST)
Naval Officer / Naval Aviator
Served as Officer in Charge, Department Head, and Aviator in numerous naval commands. Honorably discharged.

PROFILE

- Experienced Program Manager; Coordinator & Leader
- Experienced SCUBA Industry Digital Media Manager
- Underwater Videographer and Photographer
- Published Author; Superior Verbal and Written Communication Skills
- Specialist in Training Program Development and Evaluation
- Experienced Government and Industry Liaison; Adept in Negotiating & Managing Contracts
- Proven Sales Professional; Management, Promotion and Customer Relations
- Exceptionally Organized / Exceptional Time Management Skills

SKILLS

- Management & Leadership
- Customer Service
- Operations
- Marketing
- Design Process
- Problem Solving
- Creative Thinking
- Publication Design
- Social Media
- Mac & PC Proficiency
- Languages: English, Spanish, BR Portuguese

SOFTWARE

- Adobe Creative Suite [Ps, Ai, Id, Pr, Ae, Au, Dw]
- Adobe Lightroom
- Nuke
- Maya
- Wordpress
- HTML, CSS
- Microsoft Office
- SAP

CAREER HIGHLIGHTS

- Awarded Professional Association of Dive Instructors (PADI) Elite Instructor Award - 2015
- Awarded Department of Defense (DoD) Civilian Meritorious Service Award - 2014
- Full Sail University EBMS Valedictorian, Distinguished Graduate - 2011
- Awarded U.S. Navy Meritorious Service Medal - 2005
- Defense Language Institute (DLI) Spanish Language Program Honor Graduate - 2000
- DLI Spanish Linguist Certificate - 2000
- Designated DoD Regional Specialist, Foreign Area Officer for Brazil - 1997
- DLI Portuguese Linguist Certificate - 1995

INTERESTS

- Motorcycles & Cycling
- Scuba Diving, U/W Photography & Video
- Theme Parks