

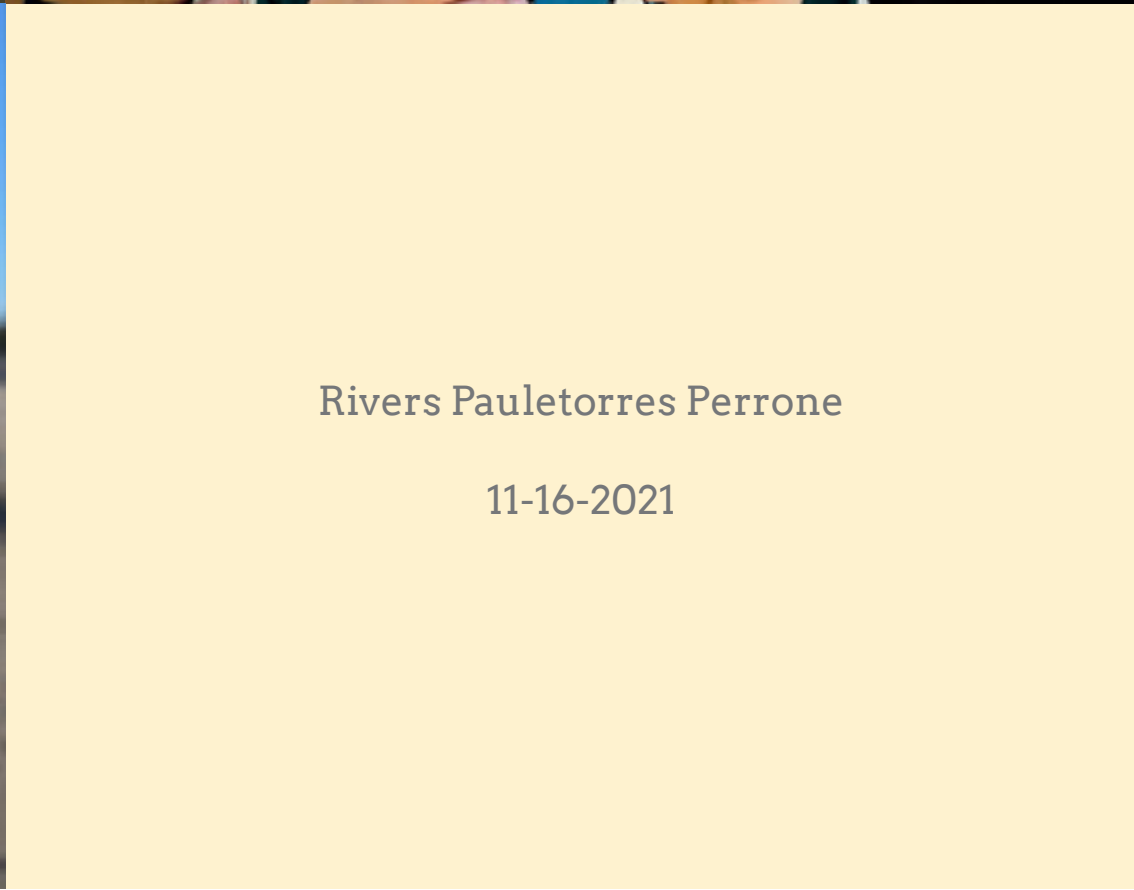
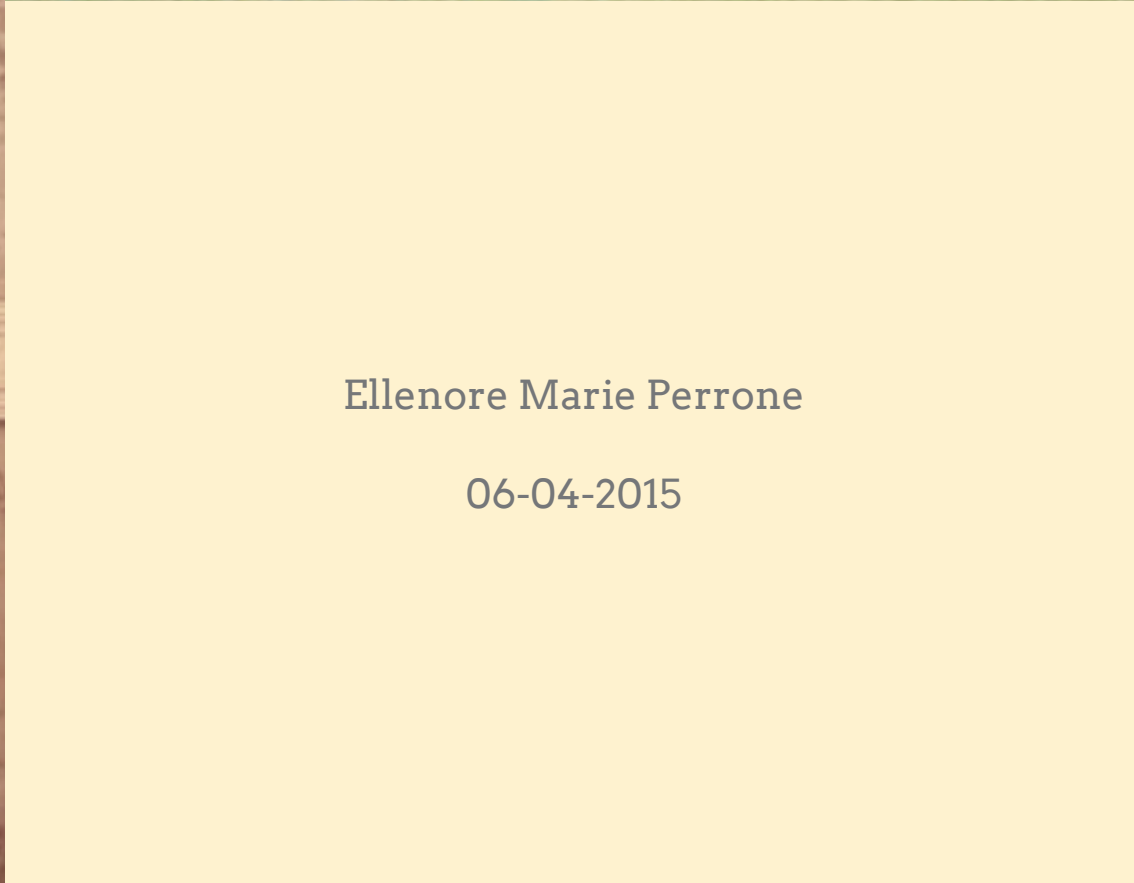
The background is a complex, layered composition of torn paper and paint. It features a mix of colors including beige, dark blue, light blue, red, and brown. The textures are rough and organic, with visible edges of torn paper and splatters of paint. A dark blue rectangular area serves as a backdrop for the text.

MENU

ANTHONY PERRONE

**UX Developer, Communicator, Manager,
and Media Specialist**

MY FAMILY



COMMUNITY INVOLVEMENT



HOBBIES



**HUNTING &
PROCESSING**



**FISHING &
STORYTELLING**



**COOKING &
GATHERING**



**CREATING &
ENJOYING**

PORTFOLIO

Professional results and goal driven UX developer, communicator, manager, and media specialist with over sixteen years of experience in information technology, public relations, marketing, promotion, and advertising. Designer/developer of national award winning website ideology that resulted in increased departmental and citizen engagement. Passionate about communication strategy, content development, brand management, and showing how effective communication can create meaningful contributions within the organization and community.



EXPERIENCE at BUNCOMBE COUNTY



2008 - 2010



2010 - 2014



2014 - 2018



2018 - Present

Multimedia Specialist & Brand Manager

- Increased Buncombe Life Magazine print interest by 50% between 2009 and 2010
- Reduced print costs by switching to 20% post-consumer recycled paper
- Introduced building window and bus wrap marketing
- Started email marketing newsletter

Web & Production Manager

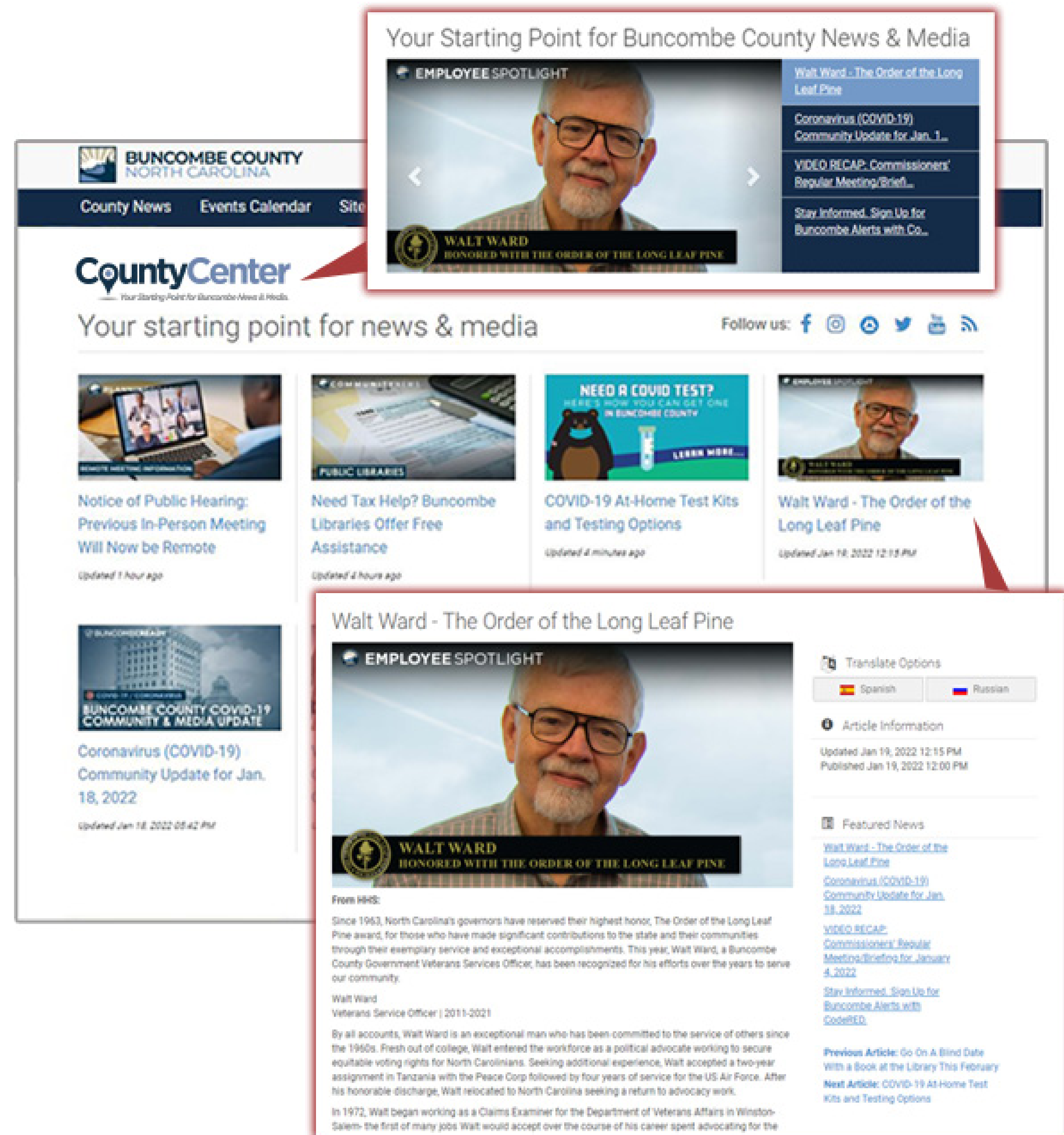
- Increased YouTube video viewership 500% in first two years
- Designed and developed video based e-marketing newsletter
 - Increased views 42% | Increased likes 69% | Increased subscribers 73%
- Reduced website redundancies by 50%
- Developed state and national award winning website model
- Led team to several first and second place communication and marketing awards

UX/UI Designer & Web Developer

- Worked with PR department to design and develop award winning external news portal for more streamlined approach to improve social engagement.
- Implemented Twitter Bootstrap framework across county sites and applications to improve user experience for mobile and tablet users.
- Led Section 508 accessibility initiative of buncombecounty.org, resulting in an improved accessibility site score of 96.3.

Web Administrator III & Manager

- Worked with county management and other local businesses to build the One Buncombe website and donation portal onebuncombe.org, which raised over \$1.66 million for local businesses impacted by COVID-19.
- Worked with PR department to design and develop state and national award winning employee intranet to improve internal communication and employee relations.



BC.org - County Center Homepage

Project Overview

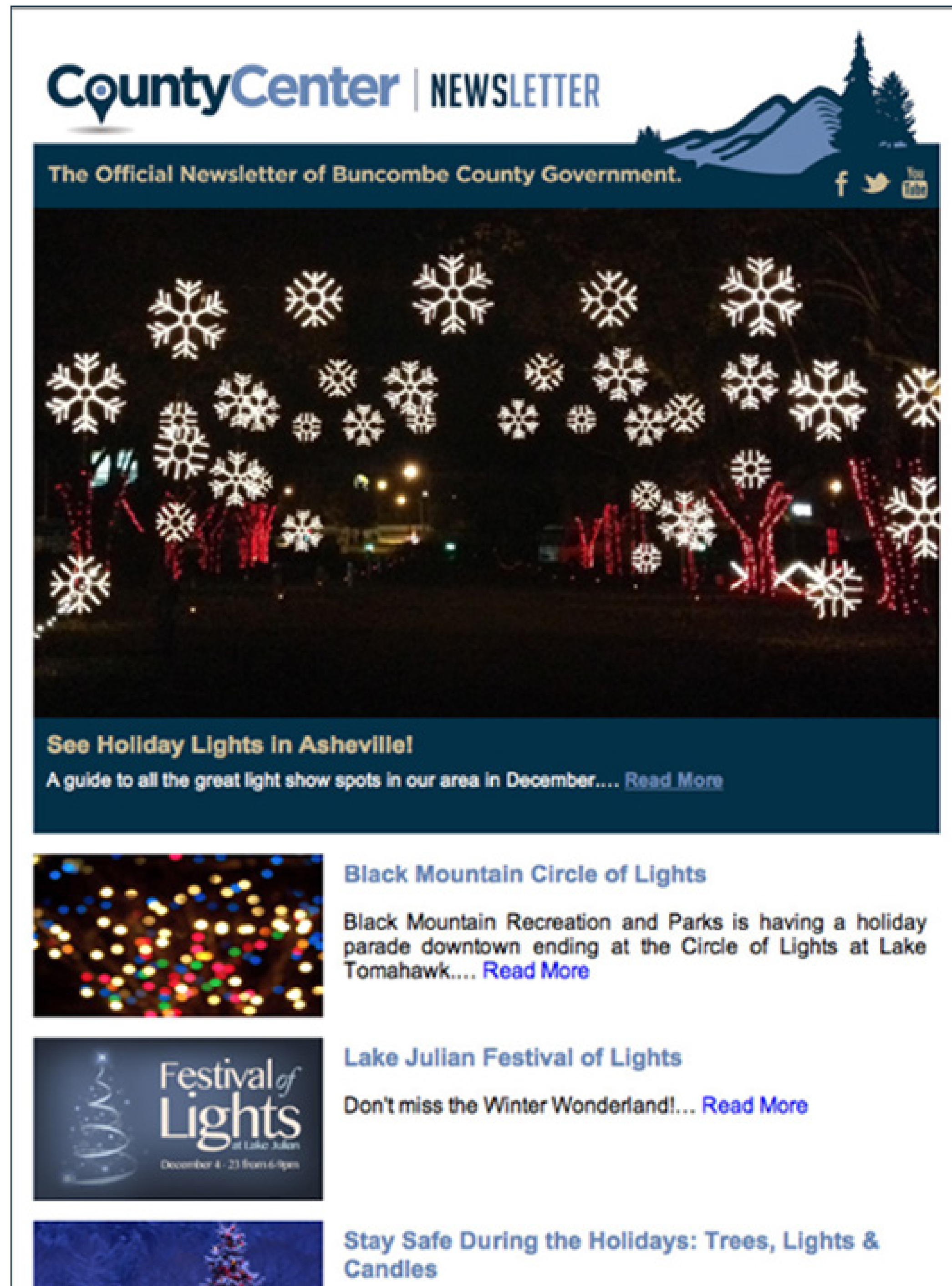
Developed and led the Buncombe County home page redesign. Once implemented, this newly designed platform revolutionized how our PR team worked. It integrated social media and web-design to create a modern user experience by turning a stagnant website into a dynamic news forum that was easily shared onto social media.

Awarded

Award of Excellence – Most Innovative – County Center Homepage
North Carolina City and County Communicators (NC3C) | 2016

Results

Increased civic engagement, likes, follows, and increased web traffic back to site.



BC.org - County Center – Newsletter

Project Overview

Developed and redesigned the County Newsletter to go along with the home page redesign. The newly developed newsletter matched our web page and other branded materials, unifying the overall brand. Additional promotion of the newsletter resulted in far more reach and engagement.

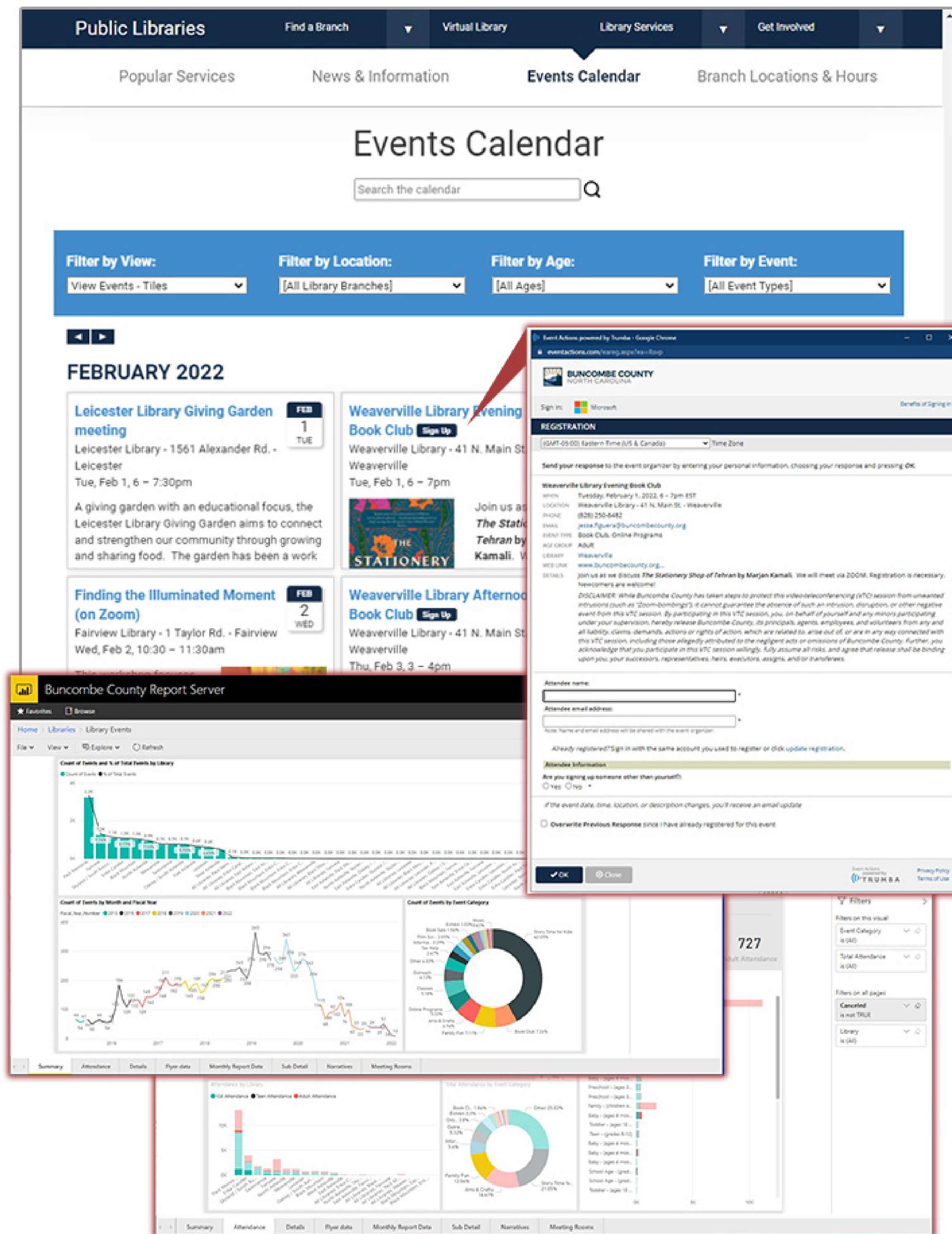
One interesting strategic back-end feature of County Center is the ability to select articles created and have them populate into a Newsletter. The newsletter is sent out to our 22,000+ subscribers and directs users back to our website.

Awarded

First Place – Savvy Award – County Center Newsletter (National)
City County Communications and Marketing Association (3CMA) | 2016

Results

Increased web traffic back to site, kept residents informed of County news, programs, and events.



Public Libraries – Events Calendar/Dashboard

Project Overview

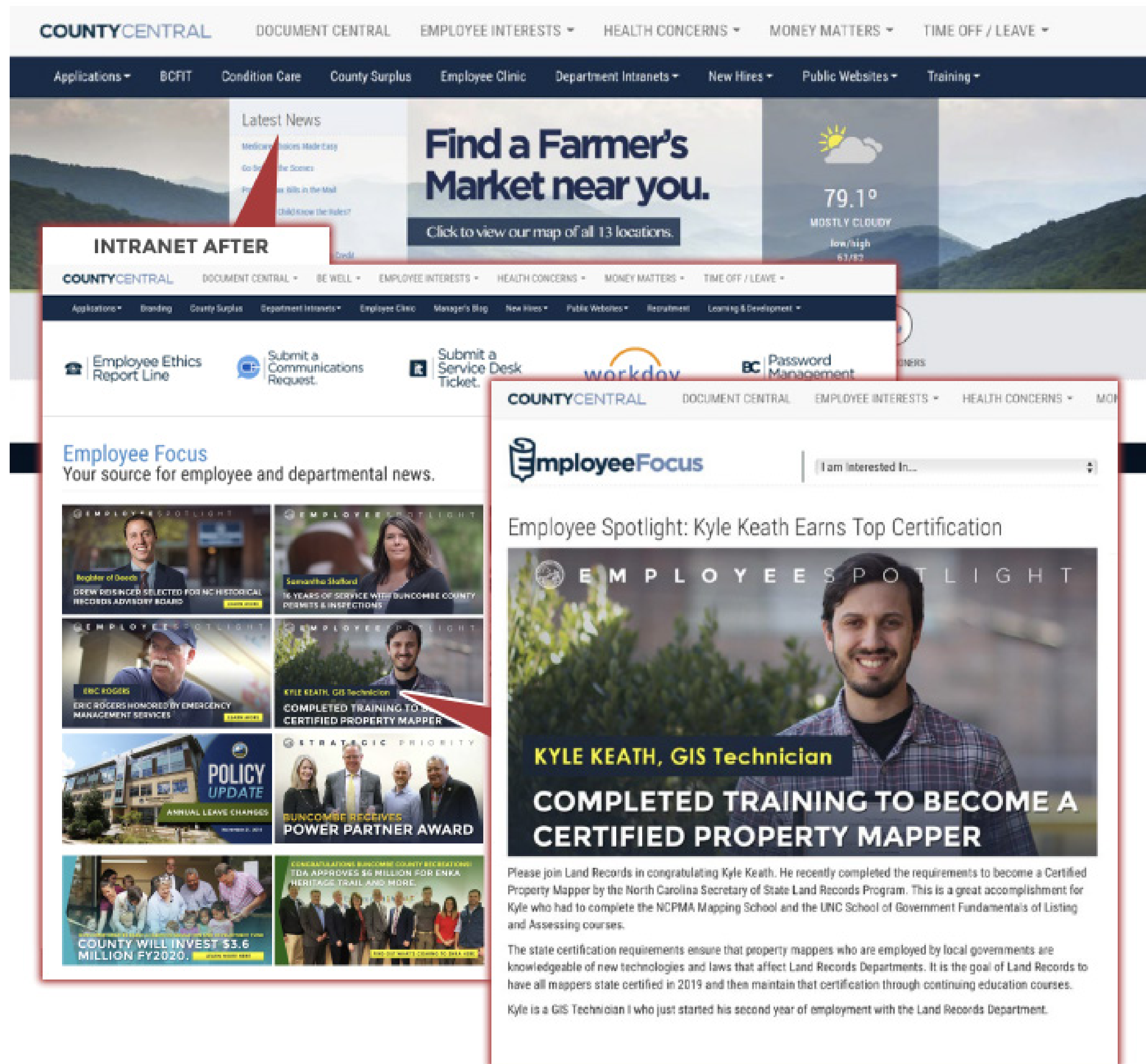
“The Library captures all our program information to include on the Annual Report we send to the State Library of North Carolina. We also use these statistics internally for planning and funding purposes. Currently we have only a limited number of socially distanced and online programs, but prior to COVID it wasn’t unusual for the library to have over a hundred programs a month. Tracking the information related to these programs is a big job.

In 2019 County IT built a library dashboard that would capture all the library events and allow us to sort, count and look at events in lots of different ways. For instance, anyone in the library could pull up the dashboard and see how many programs of any type we had in a certain time period, including attendance.

Anthony Perrone set up accounts on the Trumba calendar for every library branch and customized the forms with all the information we needed. Each month, the branch posts their programs so they display on the webpage for the public. After the program is done, the branch adds the attendance data to the program description. The program’s information is then collated on a dashboard built by Alexander Nemeth and we pull our statistics down from there.” ~ Tammy Silver

Product Details

- Advanced Filtering Options
- Event Registration, Room Rentals, Payment Gateways
- Power BI Data Monitoring Dashboards for Grant Application Process



Intranet - Employee Focus

Project Overview

Employee Focus Intranet was a state and national award winning direction and communication model that improved employee engagement and helped keep our employees informed of important County news and events. Before the redesign our intranet was old and displayed news as lines of text that linked to the rest of the article with no photos, headlines, or subheading. It was simply text-based, uninspired, and lacked intentional mission. We needed a system to display internal news in a modern way that really showcased our employees great work. Employee Focus was not just going to be news, it was a new direction. I worked with our Communications Team and we collaborated with departments to create content specific to the needs of our staff and would showcase our core mission, vision, and values.

Awarded

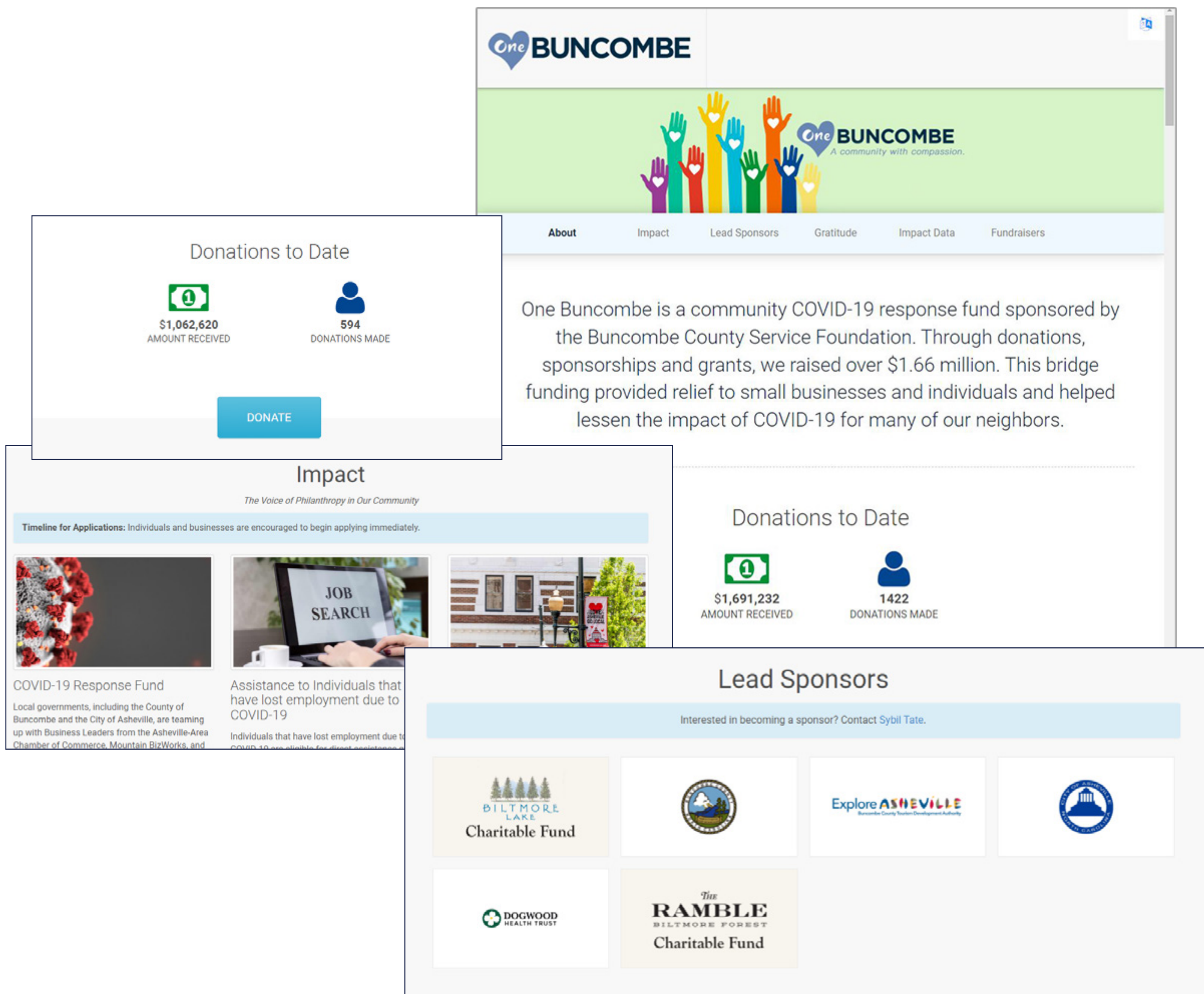
First Place Savvy Award – Employee Focus Intranet – (National Award)
City County Communications and Marketing Association (3CMA) | 2019

First Place – Communication Technology – Employee Focus Intranet
North Carolina City and County Communicators (NC3C) | 2019

Results

Increased increased web traffic back to site, kept residents informed of County news, programs, and events.





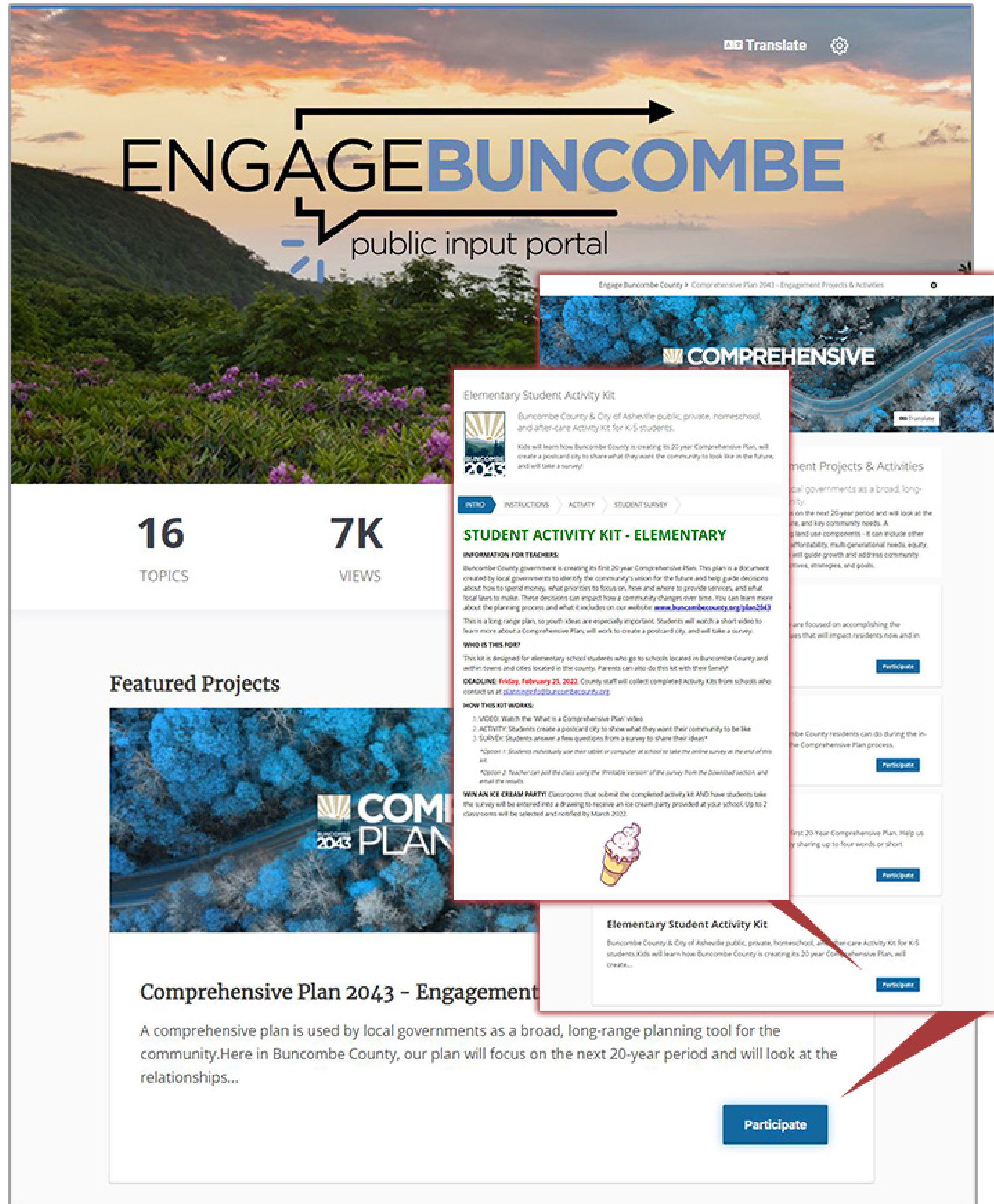
ONE Buncombe - COVID-19 Recovery

Project Overview

Worked with other local businesses to promote the One Buncombe Fund. My responsibility was to design and develop the site, optimize content for SEO, and work with county communications to create a marketing and promotions plan.

Results

Through donations, sponsorships and grants, One Buncombe raised over \$1.66 million for local businesses impacted by COVID-19.



Engage Buncombe - Public Input Portal

Project Overview

- CRM Setup
- User Management & Training
- Brand and Layout Design
- Project Lead

BUNCOMBE COUNTY CAMPAIGN DESIGNS

2008 - 2022



BUNCOMBE GREEN



GROWBC



BCTV



*Closer - Opioid Addiction



*Still Standing - Break the Silence



COMPREHENSIVE PLAN 2043

*Not responsible for brand identity or concepts, only web marketing, development and SEO.

BCTV CONNECTIVITY



BCezine

BC VIDEO OF THE WEEK

NEW *Forever FREE* SLAVE DEEDS / BUNCOMBE COUNTY

Forever Free: Slave Deeds of Buncombe County

JOIN OUR SOCIAL NETWORKS

QUICK LINKS

- Online Bill Pay
- Commissioners Meetings
- Election Services
- Dept. of Health
- GIS Interactive Maps
- Library Catalog
- Property Deeds Lookup
- Library Catalog
- ROD
- Employment Options

BCezine THIS ISSUE

Buncombe Ranks in Top 20 Healthiest NC Counties
Buncombe County ranks #19 in the state when it comes to overall health.

Learn to Grow Fresh Veggies In Your Backyard
Garden School will offer the basics of vegetable gardening in the mountains.

Find Your Political District
Yes, the new political districts will affect you. "Desegregation in BC: A Personal History" with Viola Spells Asheville native Viola Spells will recount her involvement in the process of desegregation in BC in the 1950s & 1960s.

Tough Plants for Tough Places
Garden expert Peter Loewer will be @ Swannanoa Library February 21 @ 6:30pm.

Learn to Take Charge of Your Health!
Living Healthy, a 6 week program that teaches self-management skills, starts February 17.

VITAL RECORD REQUESTS

- BIRTH CERTIFICATE
- MARRIAGE LICENSE
- DEATH CERTIFICATE

I WANT TO...

- RATE A SHOW!
- HELP US GROW!
- READ BUNCOMBE LIFE

BUNCOMBE COUNTY NORTH CAROLINA
October 24, 2013

HOME | I WANT TO... | COUNTY SERVICES | STAYING CONNECTED | BUNCOMBE BUSINESS | LIVING | ABOUT BC 34.3°F

Departments - Register Of Deeds

YOU ARE IN REGISTER OF DEEDS

- ONLINE DOCUMENT SEARCH
- EN ESPAÑOL
- BIRTH CERTIFICATES
- MARRIAGE LICENSE
- RECORDING / REAL ESTATE
- ONLINE RECORDS REQUEST

PLEASE SUBSCRIBE TO OUR YOUTUBE CHANNEL TO STAY UP TO DATE WITH BUNCOMBE COUNTY.

WATCH MORE VIDEOS AT BCTV.

BCTV FEATURED PRODUCTIONS

Board of Commissioners Meeting

COOKING FOR YOUR HEALTH with host Margie Street

healthy life

Come out & PLAY

BC NEWS UPDATE

CRIME STOPPERS

BuncombeWeekly

Day in the Life

BUNCOMBE

FEATURED BCTV SHOWS

BuncombeWeekly

BC NEWS UPDATE

MANAGERS MINUTE

CRIME STOPPERS

Come out & PLAY

Board of Commissioners Meeting

healthy life

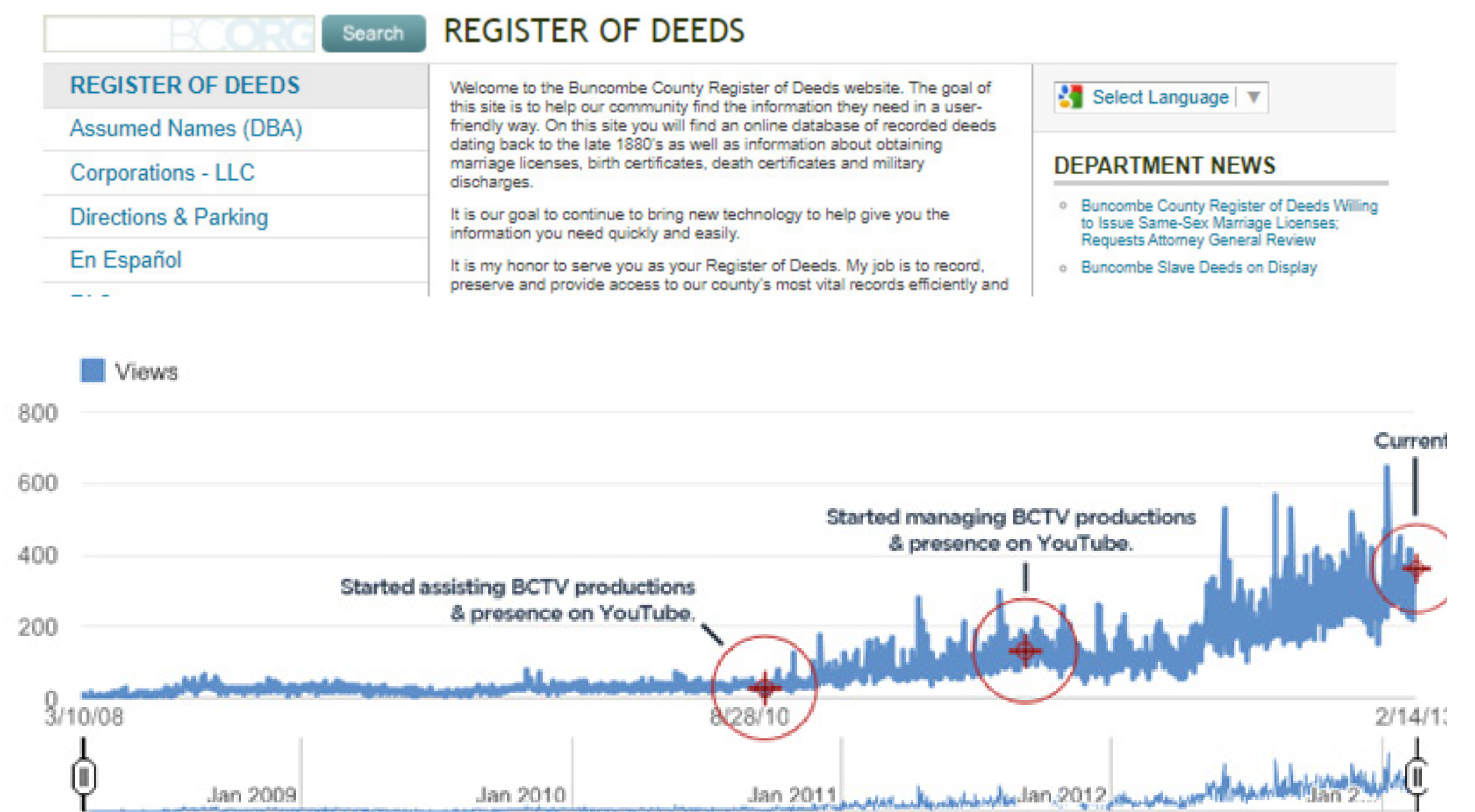
COOKING FOR YOUR HEALTH with host Margie Street

Day in the Life

THEN & NOW

PUBLIC SAFETY TRAINING FACILITY OPENS

EVENT CALENDAR



Company Videos



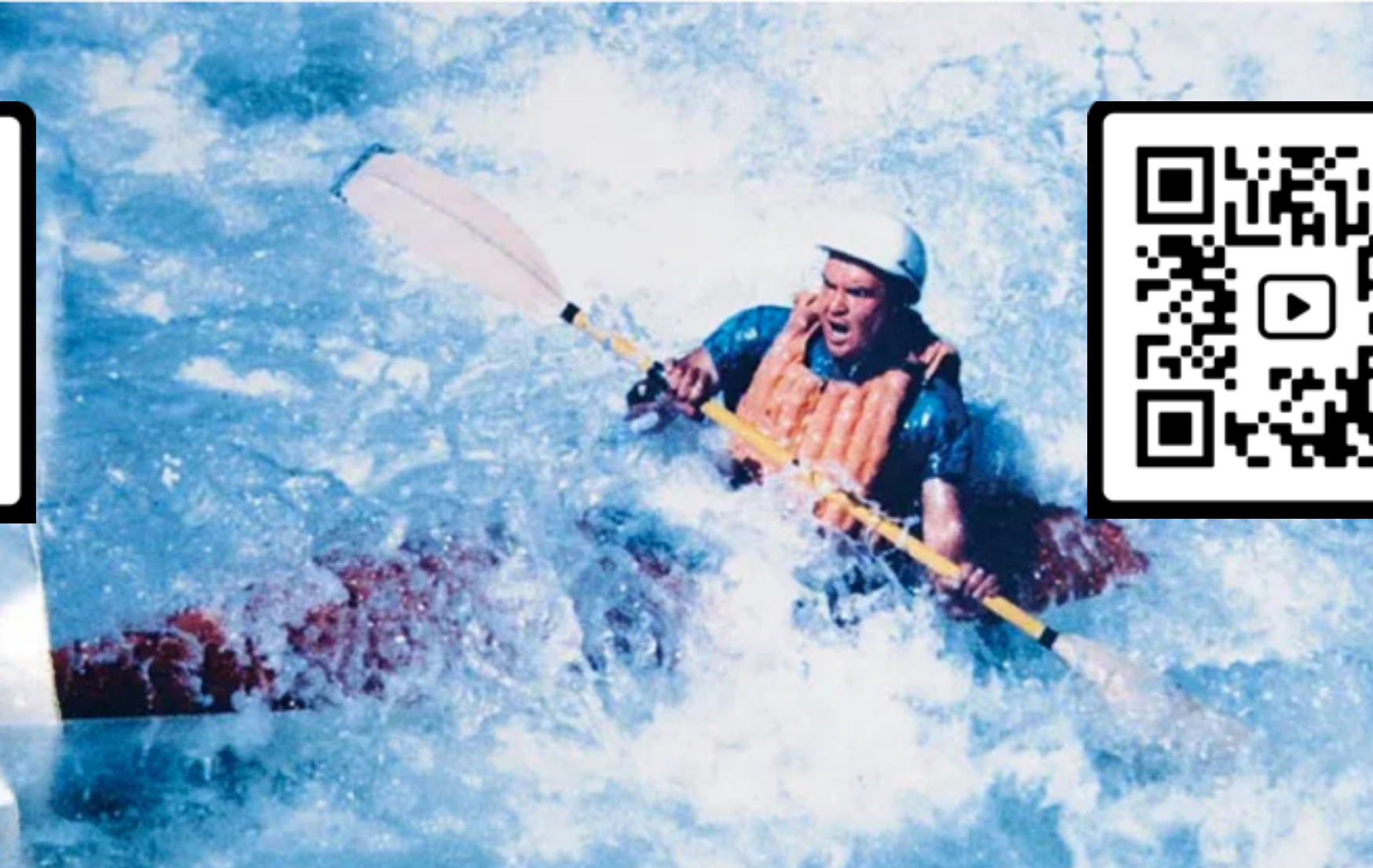
THULE Road Trip

THULE product video on display at the 2006 Outdoor
Retailer in Salt Lake City, Utah.



TEVA - GO.D0.BE

Documenting the ultimate river trip down the Grand
Canyon with TEVA Footwear.



IWHOF

Inductee video for the 2006 & 2007 International
Whitewater Hall of Fame.

FREELANCE DESIGNS



Amici's - Hazelwood, NC



Santé - Asheville, NC



Mary Berg - Colorado Springs, CO



Beer City Cup - Asheville, NC



Green River Games - Saluda, NC



Perrone's - Murphy, NC

AWARDS

1st Place - Strive Not To Drive Film Festival

2006

Outstanding Technician, Assistant or Aide

Excellence in Public Service Award

First Place

Pinnacle Award

Members' Choice Award

National Association of Government Webmasters (NAGW)

2011

2nd Place - Interview/Talk Show

North Carolina City & County Communicators (NC3C)

2012

First Place

Digital Marketing - Video Ezine

Magazine - Buncombe Life

North Carolina City & County Communicators (NC3C)

2013

First Place - Telly Award - Video Documentary

Annual Telly Awards

2014

Award of Excellence - Most Innovative - County Center
First Place - Savvy Award - County Center Newsletter
City County Communications and Marketing Association (3CMA)

2016

First Place

Savvy Award - Employee Focus Intranet

City County Communications and Marketing Association (3CMA)

Communication Technology - Employee Focus Intranet

North Carolina City and County Communicators (NC3C)

2019