

# CHARLES LOUIS NERO TARVER

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## COMMUNICATIONS, PRINT & WEB DESIGN SPECIALIST

**Communications | Print & Digital Media | Radio Station Operations | Collaborative Team Leadership**

Dedicated, innovative communications, print and web design specialist with extensive experience in higher education environments. Analytical professional skilled in successfully navigating projects large and small through periods of accelerated growth. Collaborative communicator continually focused on building relationships within an organization to drive new sources of stable revenue and drive important projects to completion.

### Professional Experience

**YWCA Delaware Communications Manager**, Wilmington, Delaware Jan 2018 – Present  
*Promote positive public image and community engagement through management of news releases, written material, electronic and web based materials. Maintain consistent agency-wide design and messaging including electronic and print communications.*

**National Alliance on Mental Illness Delaware (NAMI)**, Wilmington, Delaware June 2013 – Dec 2017  
**Manager – Outreach**  
*Creatively design and publish quarterly newsletters and other internal/external publications under request from senior leadership. Craft unique logos, collateral material, PowerPoint presentations and visually appealing news releases. Coordinate the agency's HelpLine that refers clients and their families to the appropriate services for mental health support.*

#### KEY ACCOMPLISHMENTS:

- Identify the necessary mental health services for individuals and their family members. Assist the client in contacting the agency and boost interaction with external providers by 30%.
- Increase the interaction between clients, the community, other clients as well as those in their peer groups. Skyrocket the client participation rate to 60%.
- Champion all internal and external communications, reporting as well as web design. Project a professional image of the organization and reduce the amount of processing time for communications related tasks.
- Develop an in-house printing system for quarterly newsletter, reducing cost by 80%. Ensure the proper resources are trained in the efficient use of the printing system.

**Apple Retail – Christiana Mall**, Newark, Delaware November 2009 – February 2013  
**Specialist**

*Deployed expert sales and marketing techniques to sell Apple computers and other electronics in a retail setting at Christiana Mall. Provided technical assistance to other retail sales associates as well as customers visiting and/or purchasing product from the store.*

#### KEY ACCOMPLISHMENTS:

- Conducted training and education of new hires after they were successfully processed through the system. Instilled a love and passion for Apple products in sales associates so they could project this image to customers.
- Voted store "Sensi" by peers for being a successful "Master Teacher." Assisted the store in receiving 2 Ovation awards from Apple for excellence in customer service and product knowledge.

**Philadelphia Pike Minuteman Press, Wilmington, Delaware**

July 2008 – September 2009

**Owner**

*Owned and operated a full-service printing franchise. Marketed, promoted, advertised and sold commercial and individual products to businesses and individual retail consumers. Managed all operational and financial aspects of the business.*

**KEY ACCOMPLISHMENTS:**

- Established a solid customer base during a difficult economic time. Maintained open and transparent lines of communication during and after all customer projects.
- Laid out and successfully executed unique jobs/projects based on customer requirements and feedback. Increased overall customer satisfaction by 45%.
- Continued to serve customers as a graphic designer after the shop was closed due to the economic climate. Continued to support customers as a freelance graphic designer. Retained a large portion of the customer base.

**Student Centers for Student Media – University of Delaware, Newark, Delaware**

September 1996 –

May 2008

**Assistant Director**

*Launched and maintained the Student Center's Student Government (DUSC) and Student Events/JustUDoIt! websites. Supervised all operations and activities surrounding the Student Life Television (SLTV) now (STN) networks.*

**KEY ACCOMPLISHMENTS:**

- Promoted StUDent Events page as “the” place to find out about what’s happening on campus. Drastically increased student involvement and awareness of the events page.
- Created a forum where various student media: radio, TV, newspaper, and yearbook could share content and collaborate with each other. Championed the forum and patrolled its content and continued use.
- Developed a one-stop-shop where the campus community could contact various student media outlets. Increased the amount of open communication between students and other members of the community.
- Improved relationships between student media and the English and Communications academic departments. Forged strong bonds between these groups to facilitate an environment of creativity and invention.

**WVUD – University of Delaware, Newark, Delaware**

February 1985 – May 2008

**Station Manager**

*Completely transformed and turned around the performance of an underperforming campus/local community radio station in to one of the most renowned and well-respected radio stations in the area. Simultaneously developed the curriculum for and taught a for-credit course in Radio Programming and Production through the University's Communications department.*

**Education & Credentials**

**MASTER OF ARTS IN COMMUNICATIONS**  
UNIVERSITY OF DELAWARE, Newark, Delaware

**BACHELOR OF SCIENCE IN BROADCASTING & FILM, MINOR IN ENGLISH**  
BOSTON UNIVERSITY, Boston, Massachusetts

**Professional Affiliation**

Inductee, WVUD Hall of Fame

Appointee, State of Delaware Governor's Advisory Committee on Substance Abuse/Mental Health