

Steve Herzog

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Marketing & Design Experience

Multimedia Designer, The American College

August 2008 - Present

- Complete print and electronic campaigns for the educational conferences and summits hosted by the college
- Email marketing campaigns including list management, tracking of click-through rates, and resulting landing pages
- Website design and maintenance using HTML5 and CSS3 while avoiding Flash content
- Print and interactive PDF versions of the College's course catalog
- Special projects such as QR codes, iPhone app creation, video editing and event and studio photography

Assistant Professor, Drexel University

Summer 2002 – Present

- Undergraduate and graduate-level courses in Electronic Publishing, Desktop Publishing and Publication Management
- Electronic Publishing course covers HTML, CSS, PDF, video, Flash, SEO and social media
- Desktop Publishing course covers Photoshop, Illustrator, InDesign, PDF and color theory
- Publication Management course covers creation and preparation of files, managing multi-page documents, PDFs and matching websites.

Art Director, Eye See Studio

January 2008 - August 2008

- Complex web design projects involving work with a database/PHP vendor to build video hosting and blog sites
- Flash and HTML5 sites built with Wordpress or Adobe Contribute to allow eventual client maintenance of the site
- Developed relationships and maintained contact with clients, often involving travel to their location.
- Conducted interviews, arranged photo shoots and wrote product reviews for the studio-owned sports magazine
- Layout and production for the studio-owned sports magazine

Senior Graphic Designer, Library Video Company/Schlessinger Media

May 1996 – January 2008

- Creation of advertising for DVD and digital educational content
- Advertising, user's manuals, video tutorials and other support materials for our hardware products
- Layout and production of the 200 page product catalog (6 times per year) including press checks
- Coordinated all training for the department including design conferences and in-house instruction
- Arranged and directed photo shoots while maintaining working relationships with local photographers

Volunteer Experience

Race Director, GOALS Adventure Racing Association

Summer 2008 - Present (Volunteer)

- Direct The Cradle of Liberty Adventure Race, a 24-hour endurance event held annually to benefit The Gift of Life Foundation
- Create and maintain relationships with private land owners, DCNR, the city of Philadelphia and the National Park Service
- Design, test, propose and gain approval for 100 mile race courses through areas as varied as state forests and major cities
- Arrange the logistics of over 100 athletes and their various support groups as they stage, run and complete the course
- Conduct pre-race meetings, Q&A, and be ever-present along the race course during the entire event to handle any issues
- Coordinate volunteers of various skill sets so that capable volunteers are where they need to be when they need to be there

Emergency Medical Technician, Pennsylvania

January 2008 - Present (Volunteer)

- Opportunities to handle stressful situations and manage often chaotic scenarios with professionalism
- Staying familiar with devices and supplies, their locations and condition, never assuming anything
- Practice, going over what I need to know until it becomes automatic
- The importance of continuing education, both in EMS and my design career, always looking to improve upon what I know

Education

- The American College, Bryn Mawr, PA: Master's of Science in Marketing in progress
- The American College, Bryn Mawr, PA: Chartered Leadership Fellow[®] Mar 2011
- Arizona State University: Essentials of Marketing and Advertising (Online Course) Dec 2010
- Millersville University, Millersville, PA: Bachelor of Arts, Commercial Art May 1996