

Jeffrey A. Haines

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Experience:

Marketing Creative Specialist – Netcordia, Inc. - Annapolis, MD - (12/08-Present)

Multimedia Producer - What's Up? Publishing Group - Annapolis, MD - (7/08-12/08)

Collaborated with marketing director to develop, produce, and deliver print promotions to a web audience, utilizing original Flash, video, imagery, and written copy

Led editorial staff to embrace modern web multimedia technologies as viable solutions to enhance the magazine's web presence and draw more visitors to the website

Online Producer - The Philadelphia Inquirer - Philadelphia, PA - (3/07-9/07)

(Co-op program through Drexel University)

Shot and edited news video for stand-alone segments and to augment articles

Collaborated with reporters and photographers to create story packages enhanced with video and slide shows

Worked with editors to develop a video content strategy, video shooting and editing workflows, and web optimization settings

Assisted the Director of Photography with selecting video equipment upgrades

Trained print reporters and photographers to successfully create and edit video content to accompany and enhance stories

Recorded and edited audio podcasts

Embellished articles with multimedia: photos, links, and audio and video clips

Managed and designed site section fronts, updating and adding breaking news stories and creating stand-alone story and series splash pages

Education:

Bachelor of Science (cum laude) in Digital Media - Drexel University - Philadelphia, PA - (9/04-6/08)

3.63 GPA, Dean's List, A.J. Drexel Academic Scholarship

Relevant College Coursework:

Senior Project: Led a team of five students to create an exploratory theater and web experience, juxtaposing a live actor with interactive projected animations and effects

Interactivity and Scripting: Created and programmed websites, games, and animations using Flash, ActionScript, XHTML, and CSS

Shooting, Lighting, and Editing: Utilized principals of lighting, composition, and storytelling to produce and edit several short videos with teams of students; edited pre-existing theatrical and independent footage into effective advertisements for various markets and demographics

3D Animation, Effects, and Compositing: Worked with teammates and independently to produce short animations and composites; demonstrated workflow organization, problem solving skills, and concept mastery

Design, Typography, and Visual Communications: Used digital and traditional tools to illustrate mastery of color, form, and composition principles through the creation of abstract designs and animations; created and animated typography to complement projects

Computer Skills:

Software: Extensive experience with After Effects, Photoshop, Illustrator, Flash, Dreamweaver,

Director, Final Cut Pro, Motion, Maya, Combustion, 3ds Max, Nuke, Pro Tools, Microsoft Office, and cmPublish and Sitefinity CMS

Programming: Experience with XHTML, CSS, JavaScript, ActionScript 2.0, C++, MELscript, and Lingo

Operating Systems: Fluent with Windows and Mac OS

References:

Hai Do - Director of Photography, *The Philadelphia Inquirer* - HYPERLINK
"mailto:hdo@phillynews.com" hdo@phillynews.com

Carl Lavin - Online Managing Editor, Forbes.com - HYPERLINK "mailto:clavin@forbes.net"
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