

Phillip L. Kaplan

RÉSUMÉ

2013.01

ABOUT

Excellent knowledge of conceptual and realized aspects of routine and large project completion, branding, and marketing

Skilled writer and editor in the capacities of:

- Journalism: reporting, profiles, features, interviews, analysis, satire, narrative
- Commercial: content generation and editing for commercial enterprises in online and print collateral

Proficient graphic designer in Adobe CS4 (mainly Photoshop/Illustrator/InDesign), MS Office, and social media; adequate with HTML and content management systems, as well as video

Creative, dedicated, and thorough researcher

Experienced photographer with exceptional digital manipulation and photo retouching skills

Works well in collaborative and independent settings

Clear communicator, comfortable with a wide variety of people, situations, as well as public speaking

Extracurricular: pursuits in art, literature, business, science, sports, music and the low to high-brow of pop culture

CAREER

Independent Graphic Designer, Illustrator and Copywriter

VARIOUS LOCATIONS 2010-*prsnt*

For various small companies locally and nationally

- simplyputlife.com, familyhousetoledo.org, SEIU Communications, and Thread Marketing
- Includes front end Web design, project and brand management

Treo Restaurant & One2 Lounge TOLEDO, OH 2010-*prsnt*

Graphic Designer, Branding Consultant (full-time until 08.2011, then as Independent Contractor)

- treosylvania.com
- Includes graphic/interior design, illustration, photography for print and social media

Pain Management Technologies CHICAGO, IL 2008-*prsnt*

Independent Contract Creative for PMT and its micro-brands such as Q-Fiber, ZingAnything and Dr. Archy

- Write and edit copy from brand strategies to customer mailers — generate and edit content for print and Web collateral
- Graphic design, illustration, and studio photography

Midwest Current EVANSTON, IL Fall.2007

Writer/Graphic Designer/Illustrator/Photographer

Created a prototype magazine and Web site for Northwestern University's Magazine Project

Toledo City Paper TOLEDO, OH 2005-6

Staff Writer/Photographer/Graphic Designer

Wrote and photographed for features and profiles

Brown Publishing Company 2002-4

Xenia Daily Gazette, Fairborn Daily Herald XENIA, OH

Staff Writer/Photographer/FDH Bureau Chief

EDUCATION

Medill School of Journalism,

Northwestern University EVANSTON, IL 01-12.2007

Master of Science, Journalism

FOCUS: MAGAZINE DESIGN, WRITING AND PRODUCTION

- Extensive work in new media journalism, photography, writing, editing, editorial illustration, research, reporting, branding, and A/V production and editing

The Ohio State University COLUMBUS, OH 1996-2001

Bachelor of Fine Arts, Art & Technology

FOCUS: 2-D VISUAL COMMUNICATION, PHOTOGRAPHY, WEB

DESIGN, A/V EDITING AND PRODUCTION

- Minor: English (creative writing)
- Minor: Business (marketing)

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