



A CAREER DIRECTION CAMPAIGN BY: JAKE STRÖH

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EDUCATION

- 2001–2003 UNIVERSITY OF WISCONSIN - MILWAUKEE, MILWAUKEE, WI
Bachelor of Fine Arts, Graphic Design.
- 1988–1990 FULL SAIL CENTER FOR THE RECORDING ARTS, WINTER PARK, FL
Diploma, Recording Engineering.
- 1986–1988 NORTH IOWA COMMUNITY COLLEGE, MASON CITY, IA
A.A. Liberal Arts

CAREER

- 2003– LAKE EFFECT MULTIMEDIA
- Freelance Interactive Media Designer:** Responsible for establishing interactive brand experiences and web 2.0 marketing strategies through the development and utilization of multimedia broadcast platforms.
- Key responsibilities have included:** Interactive Media Direction; Project management; Creative direction; Account management; Content management and design; Interface design and development for public, B2B and B2C sites; Contracting and collaborating with outside resources; Project storyboarding; Shooting and editing video for national cable television, DVD, CD-ROM, and Web-casting mediums; Post-production video and sound design; CD-ROM/DVD authoring; Collaboration and development of marketing campaign nomenclature.
- 2004– C2GPS, MILWAUKEE, WI
- Interactive Media Designer:** Teamed with various organizations to fulfill a vast array of temporary graphic design positions in Interactive, Video, Sound and Graphic Design.
- Key responsibilities have included:** HTML, CSS and Flash ideation, layout, development, troubleshooting and implementation; Sound design for interactive and video projects; Video editing, DVD design and authoring; Layout design and pre-press for various publications.
- 1991–2001 VASMAN SYSTEMS, MASON CITY, IA
- Principal:** A full-service restoration and repair company serving the automotive, pleasure boat, and furniture industries. Initiated and managed an aggressive program to increase revenues.
- Key responsibilities have included:** Established new markets, trained new franchisees, developed sales and marketing strategies and negotiated service agreements.
- 1993–1997 CHANT WORLD STUDIOS, MASON CITY, IA
- Audio Engineer:** Produced, mixed, and mastered audio projects for local radio advertising and musical groups.
- Key responsibilities have included:** Project management, audio production and sound design.
- 1990 UNIVERSAL RECORDING CORPORATION, CHICAGO, IL
- Audio Engineer:** Recorded and mixed audio projects for national radio and television campaigns.
- Key responsibilities have included:** Post production audio for video and sound design.

TOOLS

Proficient to various levels in the use of: Macintosh OSX, Windows XP, Flash CS3, Dreamweaver CS3, Final Cut Pro Studio 5.1 (Final Cut Pro, DVD Studio Pro, Soundtrack Pro, Motion), Fireworks CS3, Photoshop CS3, Illustrator CS3, InDesign CS3, Acrobat 8, Quark XPress, iWork 08, Microsoft Office.
