

# INTEGRATED Communication & Design **Ron Ross**

Copywriting & Editorial  
Web & Interactive Media  
Video/Audio & Motion Graphics  
Print & Publication Development  
Presentation & Theater

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## Education & Training

### Master of Fine Arts

#### Film and Digital Technology

Chatham University - 2009

Studies in traditional film theory coupled with computer video & emerging media.

### Bachelor of Arts

#### Communications

Messiah College - 1987

Concentrated studies included:

Radio, Television and Film;  
Writing for Media & Theater.

Extensive professional training in web, multimedia, graphics & advertising.

## Computer Experience

### Internet and Web

Adobe Dreamweaver  
HTML and CSS coding  
IBM Web Sphere

### Interactive Multimedia

Adobe Flash, Edge Animate & Director  
ActionScript & Lingo coding

### Video & Multimedia

Apple Final Cut Pro Studio;  
Adobe Premiere Pro & After Effects

### Publication & Pre-press

Adobe InDesign & PageMaker,  
QuarkXPress

### Computer Illustration and Imaging

Adobe Illustrator & Photoshop  
3-D imaging

Lab maintenance experience with both Mac and Windows-based systems

## Work Experience

Further work details included on second page

### Proposal Production Manager

September 2015–present

Youth Advocate Programs, Inc.; Harrisburg, PA

### Faculty; Media Arts, Web Design & Digital Arts

September 2009–January 2015

Art Institute of York, Pennsylvania

### Web Developer & Marketing Communications Analyst

July 2006–August 2008

United Concordia, a Subsidiary of Highmark, Inc.;  
Harrisburg, PA

### Associate for Communications

July 1999–August 2005

Brethren in Christ Churches; Grantham, PA

### Technical Writer and Consultant

March 1998–May 1999

reVISIONS, a Division of CIBER Information Systems;  
Mechanicsburg, PA

### Manager, Internet & Web Services

June 1997–January 1998

Andrews, Sacunas & Saline, Inc.; Harrisburg, PA

### Department Head, Multimedia Design Program

August 1995–June 1997

### Department Head, Graphic Design Program

August 1992–August 1995

Bradley Academy for the Visual Arts; York, PA

### Chair, Media Studies Division

May 1988–August 1991

Central Pennsylvania College; Summerdale, PA

### Program and Studio Production

May 1985–May 1988

WHTM-TV (ABC 27); Harrisburg, PA

Further details, communication design materials,  
writing samples and other portfolio samples available at

[www.ron-ross.com](http://www.ron-ross.com)

## Work Experience in detail, from most recent

### **Proposal Production Manager** *September 2015 - present*

#### **Youth Advocate Programs, Inc.** *Harrisburg, PA*

- Full-time writing and production on Development and Advancement Department assignments.
- Includes writing and photo work for various events and special advancement projects.

### **Full-Time Faculty, Media Arts, Web Design & Digital Arts Programs** *September 2009 - January 2015*

#### **Art Institute of York–Pennsylvania**

- Full-time instructor for web, interactive media and video classes and labs.

### **Web Developer and Marketing Communications Analyst** *July 2006 - August 2008*

#### **United Concordia, a Subsidiary of Highmark, Inc.** *Harrisburg, PA*

- Editing, design, development and testing of content for corporate web site.
- Design and development for Federal Employee Dental Insurance Program web site.
- Design, development and production of training CD for new Internet-based tools for brokers.

### **Associate for Communications** *July 1999 - August 2005*

#### **Brethren in Christ Churches, North America** *Grantham, PA*

- Editing, writing, design and development of two binational denominational magazines.
- Design, development and management of organization web site.
- Design, development and editing of specialty books, brochures and newsletters.

### **Technical Writer and Consultant** *March 1998 - May 1999*

#### **reVISIONS, a Division of CIBER Information Systems** *Mechanicsburg, PA*

- Writing and graphics for Procedure and Specification manuals for various computer programs under development, as well as presentation, program analysis and testing.

### **Manager, Internet & Web Services** *June 1997 - January 1998*

#### **Andrews, Sacunas & Saline, Inc.** *Harrisburg, PA*

- Web site design, content and development for public relations firm and its clients.
- Copywriting, graphic design and research for web site and other publication work.

### **Department Head, Multimedia Design** *August 1995 - June 1997*

#### **Department Head, Graphic Design** *August 1992 - August 1995*

#### **Bradley Academy for the Visual Arts** *York, PA*

- Founding development of new Multimedia Design program and curriculum.
- Chief administrator of two design degree programs, their students and their faculty.
- Instructor/developer of adult/business education computer classes and seminars.
- Lab manager for several Macintosh computer labs and other office computers.

### **Freelance Design Work** *August 1991 - August 1992*

Ad copywriting, layout and design; Collector Communications  
 Graphic design, illustration and copywriting; Nida Graphics  
 Desktop publishing; Krone Group Advertising

### **Chair, Media Studies Division** *May 1988 - August 1991*

#### **Central Pennsylvania Business School** *Summerdale, PA*

- Chief administrator and instructor for the Media Studies program, students and faculty.
- Manager of radio, video, print, photography, publishing and theater facilities.
- Editor and production manager of *NewsWatch*, the school's weekly paper for last two years.

### **Program and Studio Production** *May 1985 - May 1988*

#### **WHTM-TV** *Harrisburg, PA*

- Copywriting, editing for promotional and commercial spots.
- Operator ADM 24-channel audio board & Ikegami studio cameras for news and other live programs.

## The ampersand is intentionally at the center of my personal logo.

Too often just an overlooked typographic utility character, the ampersand should instead be seen as the promise of complexity. Instantly at its sighting, there is the alert to a multi-faceted collection, now connected & integrated.

Underlying such compound listings is the subtle suggestion that either of the words an ampersand connects are relevant & necessary to the relay of the idea, but that neither adequately stands alone without the connection to the other.

You will note on my list of communication skills & experience I do copywriting *and* graphic design. In print, the words, pictures *and* their layout all work together to convey their idea. Many of my portfolio samples show my integrated delivery of their information.

I have studied and mastered video & audio. They are both important in their various multi-layered presentations. Further, copywriting tailored to video media is critical to its early development, and graphics put into motion contribute to its depth & complexity in the end.

The advent of the Web & other interactive media opens up whole new realms of possibilities in embodying & delivering these complex ideas.

I have always had an inherent ability with creative concept development. Where I have worked & practiced is in adapting these skills to each new medium as I have discovered it, or as it has newly emerged.

My ongoing objective is always to utilize this broad set of creative skills & experience to serve at relaying the ideas & concepts of the people & offices I get the chance to serve.

My creative contributions by themselves are strong, practiced & unique. Joined with a larger communications team I then offer them the promise of multi-faceted ideas & contributions.

