

INTEGRATED Communication & Design **Ron Ross**

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

ron@ron-ross.com
717.307.0136

1778 N Meadow Dr
Mechanicsburg, PA 17055

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

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.

