



Bridget Sweetin
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bridget.sweetin.net
862-571-3371

Objective: To obtain a position where I utilize my new media publishing skills.

Education: Rochester Institute of Technology, Rochester, New York
Bachelor of Science, New Media Publishing
PFOS GPA: 3.837 Graduation Date: May 26, 2006

Honors: Deans List 2002-2006 • Queens Group Scholarship 2003-2005 • Alfred J. David Scholarship 2004
Institute of Fellows Scholarship 2004 • Graduated with Honors

Software & Skills: Adobe Creative Suite 4 (InDesign, Photoshop, Illustrator, Acrobat, Flash, Dreamweaver, Fireworks, AIR, Flex) • QuarkXPress
Microsoft Office • Final Cut Pro • HTML, CSS, Actionscript, Javascript, AJAX, MySQL & PHP (including frameworks), Rails, sIFR •
Search Engine Optimization • Google Analytics • Facebook, Twitter & Social Media Applications • Mac OS & Windows

Experience:

Web Producer at Teachers College, Columbia University (January 2008 - Present)
Manage resources and lead projects to completion for large, consumer-focused web sites such as Teachers College Innovations, The Center for Educational Outreach and Innovation, The Columbia Coaching Certification Program, and Teaching English as a Second Language Masters Program. This includes concept, design, development, deployment, maintenance, and testing.
Provide training & support to internal personnel as needed.
Manage website projects including feature enhancements, back-end improvements, course development and fixes.
Define tasks, resources, and timelines, and communicate project status with project stakeholders.
Maintain and update content management and learning management systems.
Track and analyze web traffic statistics.
Film, edit and repurpose conferences, courses, and events for web ventures.

Production Coordinator at Hachette Filipacchi Media (December 2007)
Ad trafficking for magazines such as : Boating, Elle Accessories, Elle Decor, etc.
Created workflow documentation and materials for future Ad Trafficking / Production Coordinators.

Color Workflow Consultant for RDA International (October - November 2007)
Implemented a color management workflow and a digital asset management system.
Transition current RDA employees to the new workflow (including CS3) and DAM through training.
Designed and wrote copy for all training collateral including user guides and an XML/AJAX online file naming generator..

Designer for Avenue Capital Group (January - May 2007)
Designed all printed and digital material for the Human Resources Department including: international employee handbooks, branding guidelines, and intranet development.



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Experience (continued):

Designer for Warburg Pincus, LLC (September - October 2006)

Designed all printed material for quarterly meeting including: welcome packet, face book, feedback forms, thank you post cards, and signage. Extensive variable data customization in all materials.

Publication Director and Event Manager for Community Service Center, R.I.T. (2002 - 2006)

Designed print and digital collateral for of all fund-raising efforts and events including: advertisements, feedback forms, volunteer agency booklets, monthly newsletters, website redesign, web advertisements, e-newsletter, e-mail advertisements, and volunteer agency database.

Operations Intern for The Saint Petersburg Times (Summer 2005)

Rotational internship: Layout, Dispatch, Classified Pagination, Ad Production, News Composing, Imaging, Goss Metro Press, Packaging & Transportation.

Retouched and color corrected images, organized articles, layout of final product, and ran press for final product.

Account Management Intern for Spier NY Advertising Agency (Summer 2004)

Digital asset management, wrote copy, and client liaison for HIP Health Plan of NY Fall Children's Health Campaign.

Wrote copy and conducted quality control for Bakers Dipping Chocolate® and Jello Pudding® advertising campaigns.

Edited video interviews for campaign market research.

Project Manager for the Jewish Community Center (JCC) of Rochester (2005-2006)

Website redesign according to JCC national design standards and synergy with the Feinbloom Center for the Arts.

Liaison between the client and student team which included IT, design, and printing groups.

Incorporated MemberST integration with rich media content.

Wrote copy for the website and client tutorials.

Operations and Advertising Manager for Signatures Magazine (2002-2005)

Repurposed paper workflow and created customized social media environment with remote access, staff profiles, and submission voting ability, and content management of over 1600 submissions.

Implemented web-ready video feeds for all events and expanded scope of promotions to prizes and sweepstakes.

Designed online and print materials including: Signatures Magazine, Signatures Online Magazine and all advertisements.



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Experience (continued):

Web Production and Design (2003-Present)

Clint Edwards: Composer & Pianist • Patti Russotti: Artist & Educator • The Conservatory of Irish Dance

AIDS Walk 2007 Team E–Campaign • Phoenix Fund of Rochester

Book Jacket Design (2008-Present)

Leitner, Richard M., ed. *Unheeded Warnings: The Lost Reports of the Congressional Task Force on Terrorism and Unconventional Warfare Volume 1: Islamic Terrorism and the West*. 1st ed. Vol. 1. Washington, DC.: Crossbow Books, 2008.

Leitner, Richard M., ed. *Unheeded Warnings: The Lost Reports of the Congressional Task Force on Terrorism and Unconventional Warfare Volume 2: The Perpetrators and the Middle East*. 1st ed. Vol. 2. Washington, DC.: Crossbow Books, 2008.

Brand Development (2005-Present)

Chadwick Financial • The Conservatory of Irish Dance • Patti Russotti • Clint Edwards: Composer & Pianist

Portfolio:

Please visit <http://bridget.sweetin.net>

References:

Available upon request.