

Edward J. Hartman III

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SUMMARY

- An accomplished new media specialist; offering 10+ years in the industry.
- Creative development and implementation of websites, videos, graphic designs, print and display media.
- EMMY Award winner for website development project.
- Extensive project and team management.
- Exceptional multi-tasking and organizational capabilities.
- Reliable, dependable, team-oriented and success driven.
- Extensive experience with Photoshop, Illustrator, Dreamweaver, HTML, video editing, print layout and Social Media.
- Additional experience in online email marketing campaigns.

EXPERIENCE

Producer, Marketing & Social Media | BluePrint Healthcare IT, Cranbury, NJ June 2011 – present

- Responsible for creation of marketing campaigns for promoting products and services
- Works as website designer and programmer for various company sites
- Creation of Social Media presence and strategy
- Design and preparation for various exhibit signage
- Recording video and photos and post editing for events

Web Programmer | NJN Public Television & Radio, Trenton, NJ March 2007 – June 2011

- Received numerous awards and nominations for websites I created
- Involved in decision-making and budgeting for new projects and technology
- Innovator for social media incorporation
- Duties include re-design of sections of NJN's website
- Responsible for adding social media, podcasting, JavaScript, Flash video, and blogging to existing site
- Responsible for department budget and planning new purchases
- Oversee all video encoding, trans-coding and profile planning for live and recorded videos
- Producer of various NJN Web Series
- Environments include HTML, Dreamweaver, JavaScript, CSS, blogs, social networking

Freelance Engineer | NJN Public Television & Radio, Trenton, NJ November 2001 – December 2009

- Freelance work with local live lottery program working as floor manager/cameraman//technical director
- Responsible for various intricate, camera shots and effects, preparations and adjustment of media tools, video picture display, and utility setup

Art Department Manager & Webmaster | Ace Designs Inc, Bristol, PA February 2002 – March 2007

- Promoted from graphic designer to art department manager in 16 months
- Responsible for up to 10 employees and sometimes more in other departments based on project
- Responsible for design, layout for displays, framed works and other image-related projects from idea to print
- Oversaw with expertise all machinery for large-format printing
- As Webmaster I redesigned company website and developed a second e-commerce site and monthly HTML emails
- Decision maker in marketing team made up of four proven performers in their departments
- Extensive research, investigation and implementation of products and services

WEBSITES CREATED

- **My Portfolio Website** – <http://www.edwardhartman.com>
- **My Personal Homepage** – <http://www.edfx.com>
- **Decoding Autism** – <http://www.decodingautism.net>
- **Philadelphia Ghostbusters Charity Organization** - <http://www.philadelphiaghostbusters.com>
- **Growl Pro Hockey Team** – <http://www.growlhockey.com>
- **NJN Public Television & Radio** – <http://www.njn.net>

EDUCATION

Art Institute of Philadelphia | Graduated with Honors | 3.9 GPA

- Associates Degree in Specialized Technology for Multimedia and Web Design