MICHAEL SCOTELLARO

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SKILLS:

- 30+ years of experience as a Production Artist / Graphic Designer / Multimedia Specialist
- Proficient with MAC and PC
- Detail oriented, self-motivated with excellent communications, interpersonal, analytical, problem solving, organizational and troubleshooting skills prioritizing work and meeting customer demands and deadlines
- Manage and organize layouts / pre-production / prepress of digital files
- 5 years of experience in web design
- Highly skilled in following computer applications: Adobe Creative Cloud: In-Design, Photoshop, Illustrator, Adobe Premiere, Dreamweaver, Final Cut Pro, After Effects, DVD Studio Pro (Authoring), PowerPoint, Microsoft Office, QuarkXpress, FileMaker Pro, Peak Pro, Media100
- Maintain a professional demeanor and attitude when dealing with customers/employees
- Team player with the ability to interface effectively with all levels of an organization

WORK EXPERIENCE:

November 2014 – Present: Freelance Graphic/Production Artist, Paterson, NJ
- Freelance Production Artist
- Graphic Design
- Website Design
- Multimedia
- Support clients – organize, troubleshoot necessary technology on a request basis

March 2013 – October 2018: Production Director, Aventria Health Group, Parsippany, NJ
- Studio Manager for healthFORWARD division
- Production Artist / Art Director
- Website design and maintenance
- Create and maintain client style guides

July 2008 – November 2014: Freelance Graphic Artist, Scottsdale, AZ
- Graphic Design
- Freelance Production Artist
- Website Design
- Multimedia
- Support clients by organizing and troubleshooting the necessary technology on a request basis
- Create brochures and direct mail

July 2008 – November 2014: Freelance Web Designer/Consultant, Gateway Academy, Scottsdale, AZ
- Designed and maintained school web sites
- A/V and IT support for the school
- Designed PowerPoint presentations for the schools

June 2007 – July 2008: Multimedia Specialist, DraftFCB, New York, NY
- A/V support for all in-house and mobile needs
- Designed PowerPoint presentations for new business pitches
- Converted media to MPEG and or other file types as needed
- Created interactive DVD's for existing clients and new business

July 2002 – June 2007: Video Editor/Multimedia Specialist, Draft, New York, NY
- Produced and edited existing TV Spots and new business pitches for the following clients, Verizon, Bank of America, Compaq, American Express, Meadowlands
- Created reels, animations, rough cuts and presentations
- Converted media to MPEG files for online posting and creating interactive DVD's
- Kept multimedia system up to date with latest technology and software
- Purchased and maintained video editing hardware and software

November 1998 – July 2002: Director Computer Systems/MAC IT, DraftWorldwide, New York, NY
- Oversaw all aspects of the operation and development of the Macintosh Creative/Production computer network and systems
- Worked with all groups in the agency and had client/vendor contact to solve/develop workflow solutions related to creative process
- Performed Help desk / user support for Mac systems and software problems
- Maintained accurate records of computer hardware/software distributed to the appropriate personnel/department
- Issued new and/or replacement computers/peripheral devices as needed, ensuring replacement device was working properly
- Organized and customized system policies and procedures to meet client needs
- Incorporated technology and workflow processes to achieve a consistent creative product
- Retouched photographs
- Sourced and administered purchases of new equipment and software
- Conducted and administered software/network training for system users
- Designed and implemented systems, structures and standards for filing, archiving and backup

EDUCATION:

Future Media Concepts, Final Cut Pro Training, New York, NY

The National Institute for the Study of Digital Media, Certification in Editor One and Editor Two, Bowling Green, OH

American Management Association, Information Systems Project Management Seminar, New York, NY

Newark School of Fine and Industrial Arts, 3 Year Certificate, Graphic Arts, Newark, NJ