Aaron Alexander Schwartz

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PROFESSIONAL SUMMARY

Young professional living in Atlanta, Georgia trained in working with a wide spectrum of digital printing and social media technologies. Experienced in handling large volumes of work with short turn-around. Accomplished at meeting and exceeding levels of quality desired by international brands. Currently seeking new, engaging work opportunities.

QUALIFICATIONS

- Experienced with Adobe Creative Cloud Software including Illustrator and Photoshop
- Advanced knowledge and experience in color management with application to large format printing
- Hands-on experience with building, maintenance, and operation of large-format printers.
- Experienced task and workflow manager in complex production environments
- Proficient in office software including Word, Excel, and PowerPoint
- Founded and managed a successful e-Sports gaming team
- Working knowledge of the e-Sports landscape
- Adept at developing unique brand marketing and collateral products
- Professional writing experience with focus on e-Sports

WORK EXPERIENCE

Czarnowski Exhibit Services   February 2016 - September 2016
Dye-Sublimation Production – Night Shift   Austell, GA

Autonomously operated the entire Dye-Sublimation department after hours for increased productivity and machine run-time. Handled extremely large workloads, maintaining color and quality accuracy to an extreme degree for international brands including Coca-Cola, BMW, General Motors, Mercedes-Benz, Gulfstream, and more. Additional work included:
- Working closely with Account Managers & Executives to ensure client satisfaction
- Upkeep cleaning & repair maintenance on Mimaki brand printers and Practix brand heat-presses.
- Meticulous record-keeping for quality assurance and brand homogenization across multiple long term projects.
- Rigorous testing of new media and applications to enable the best branding solutions for clients
- Coordinate quick turn-around production of fabric materials for all Czarnowski offices internationally

Parallax Digital Studios   May 2015 – February 2016
Production Manager   Kennesaw, GA

As manager of second shift production, streamlined the workflow such that jobs were grouped based on the media to be produced. This reduced media waste by about 80% and saved 20% in production time. At as part of the same improvement project, error and reprint rates declined and color accuracy was increased. Managerial duties also included:

- Consulting with clients to help select print media, methods and timelines to meet advertising and promotional goals

- Oversight of a 30+ person workforce
- Color calibration of latex, UV, and dye-sublimation printers
- Scheduling production of for all projects including large scale projects using multiple types of media
- Distribution of jobs machine to maximize printer utilization
- Forecasting ink and materials usage and controlling media use and waste
- Training employees in the use of Caldera RIP software and color management
- Final approval of color matching and quality control on completed projects for national brands
- Assist in fabrication and assembly of large SEG (Silicone Edged Graphic) frames
- Coordination and scheduling installation of completed projects

VistaLogics   November 2012 – May 2015
Account Manager, Color Specialist and Dye-Sublimation Consultant   Flowery Branch, GA

Account manager duties included marketing and support of Epson SureColor Dye-Sublimation printers, dye-sublimation transfer paper, and dye-sublimation ink. Developed an online store for sales and help prospective clients evaluate solutions. Assisted clients in resolving dye-sublimation production and color issues. Performed the following duties in this role:

- Customer experience manager and primary technical specialist for Epson Dye-Sublimation Printer clients
- Primary liaison with Epson USA technical and sales account team
- Development of custom ICC (International Color Consortium) standards based workflows for clients. This includes printer calibration, ICC profiles, and G7 grayscale balance
- Trained clients on effective use of dye-sublimation printers
- Trained clients on the use of RIP software required for dye-sublimation
- Installed dye-sublimation printers, RIP software, and peripherals
- Represented VistaLogics at large industry trade-shows and events

TSI Sports   June 2011 – October 2012
Production Specialist   Gainesville, GA

Progressed from part-time student job to fulltime responsibility for producing signs and banners used by BMW and GM dealers for their locally sponsored amateur golf tournaments. BMW and GM support dealer participation in local charity and civic organization golf tournaments. TSI Sports provides promotional insurance and sign packages for these events under turnkey BMW and GM contracts. Signs and banners are provided as part of the promotional package. Every day, dozens of sign packages must be customized for the respective events, printed, verified for accuracy and shipped. Job duties include:

- Maintaining a library of approved media for BMW and General Motors dealers golf promotions
- Color calibration of large format dye sublimation, pigment, and eco solvent printers. This included RIP software maintenance and color profiling following ICC (International Color Consortium) standards
- Scheduling and production of large format signs, banners and other media used for promotional events
- Incorporating new printing technologies into the TSI Sports portfolio
- Assisting in the development new golf promotion display options in support of cohesive advertising and graphics standards

Clarity Gaming   October 2011 – February 2013
Founder & General Manager   Long Island, NY

Turned my passion for eSports into a successful gaming brand by starting and managing the Clarity gaming team. This included all aspects of eSports including:

- Managed the Clarity Gaming brand and controlling the brand image
    - o Personally attended every event the organization had presence in, ranging from domestic events such as Major League Gaming, to International events such as Intel Extreme Masters in Europe.
    - o Coordinated travel arrangements for the team.
- Created a team atmosphere so that as team exposure increased members received individual and collective recognition with the purpose of building team cohesion while showcasing the team stars.
- Used broadcasting and multimedia to as a means to build personal connections with motivated fans and to multiply peer to peer enthusiasm
- Maintained and developed content for a diverse social media network including Twitter, YouTube, Facebook, TwitchTV, and Instagram
- Utilized positive team member interaction to attract followers
- Acquired sponsors, which included making contacts and designing targeted sponsorship packages
- Generated brand exposure through unique, evocative published content
    - o Developed appealing, modular articles
    - o Wrote all press releases
    - o Devised routine publishing schedules to maximize reader retention
    - o Interfaced with similar organizations to reach target demographic
- Talent Management and Exposure
    - o Recruited new team members
    - o Reviewed, edited, and authorized external content related to the organization
    - o Guided individual personalities to better reflect the ideals of the brand
- Global travel logistics
- Scheduled International talent travel
- Negotiated long-term talent accommodation in training facility

- Other Industry Experience
- Generated additional revenue for Clarity Gaming through production and sales of customized jerseys to other e-Sports organizations
- Partnered with Own3d.TV for production and broadcasting of a major e-Sports tournament series based in Seoul, South Korea
- Worked for IGN Pro League as an on-site production assistant for IPL 3

EDUCATION_____
University of North Georgia (2011-2012) – Undergraduate Marketing Major
Georgia Southern University (2010-2011) – Undergraduate Marketing Major
Lanier Career Academy (2010) – High School Diploma
Holy Innocents' Episcopal High School (2006-2010)

REFERENCES_____
References are available upon request