

# Jennifer Vatz Resumé

## Education

- Pursuing a Master of Fine Arts degree in Studio Arts with Photography Emphasis (in progress)
- Bachelor of Fine Arts degree in Studio Arts with Art History Emphasis, Moore College of Art & Design, 2004
- Professional development courses (please see below)

## Skills

- Website Content Management Systems: WordPress, Mediawiki, Apostrophe, Simple CMS, Weebly, Django Md-CMS and other custom proprietary content management systems
- Experience with managing website upgrades, redesigns and content management system conversion projects
- Social Media Account Management, Privacy, and Marketing: Facebook, Twitter, Instagram, Pinterest, FourSquare, YouTube, Google Plus, LinkedIn, Flickr, Vine, Snapchat, and Tumblr
- Photography: over twenty years of photography experience
- Technical Skills: Adobe Creative Suite Master Collection (proficient in Adobe Photoshop, Adobe Lightroom, Adobe Bridge, Adobe Premiere, and Adobe After Effects), 3-D printing, 3-D character avatar design, Laser Cutter, Git version control, Markdown
- Other Software Products: Microsoft Office Suite (expert in Word, Excel, Powerpoint, including mail merges, document sharing, and more), Google Docs, Basecamp, GitHub, Raiser's Edge Fundraising Database
- Project Management Experience: event and conference planning, web content, registration and payment, social media, alumni relations, fundraising

## Work Experience

### Moore College of Art & Design

#### Web and Social Media Coordinator (2009 - Present)

- Web content management for Moore's website, involving working with staff, faculty and students to provide updates with program information, news, events, and slide shows of student, alumni and faculty artwork: <http://www.moore.edu>
- Project Manager for the launch of Moore's new website in August 2013 and for the initial conversion project of Moore's web site from the Simple CMS content management system to the Apostrophe content management system in 2011
- Contributed photography of events, classrooms and other campus activities since 2013, including a photoshoot with Project Runway Season 12 winner Dom Streater for ad campaigns used on local highway billboards and in national arts magazines and another event photoshoot with Dom Streater and Mayor Nutter.
- Trained staff on the proper use of digital cameras and Adobe Lightroom for image processing
- Implemented a college wide social media marketing plan
- Managed all institutional social media properties: Facebook, Pinterest, Twitter, Instagram, LinkedIn, Tumblr, Google Plus and Vine
- Advised other departments on setting up their own social media properties

#### Fundraising Coordinator (2006 - Present)

- Managed the Raiser's Edge database in order to normalize and store data for retrieval
- Maintained control of the database analyzing all informational requirements, developed database specifications, created reports, and enforced all database standards
- Oversaw database conversion from PowerCampus to Raiser's Edge in 2006
- Managed work-study students, scheduling, projects and work flow
- Assisted with planning annual events at Moore including: the Visionary Woman Awards, Fashion Show, Alumni Reunions & Exhibitions and special 160th Anniversary Celebrations in 2008
- Assisted with annual fundraising campaigns including all print materials, HTML emails and website materials
- Prospect research using ResearchPoint, Raiser's Edge and other sources on selected donors for major gifts

#### Leadership Roles at Moore (2006 - Present)

- Member of Moore's Staff Council 2006 - Present (Chair: 2014 - Present)
- Chair of Moore's Environmental Task Force (2007 - 2009)
- United Way Campaign Coordinator at Moore (2006 - 2007)

## Jennifer Vatz Photography

### Photography: Volunteer and Professional (2010 - Present)

- Volunteer, Philadelphia Zoo (Camera Club Member): the club meets monthly and has regularly scheduled photoshoots. Members contribute our best work to the zoo for their use in all of their marketing materials. At our meetings, we view and critique each other's recent work.
- Website Developer (WordPress) & Photographer:
  - Ed Vatz Photography: <http://www.edvatz.com/> (2010 - Present)
  - Taney Legal, LLC: <http://www.taneylegal.com/> (2013 - Present)
  - Make Up Artist Liz: <http://www.makeupartistliz.com/> (2010 - 2014)

- Freelance photographic services for portrait photography, professional headshots, and events; experience working with professional models and makeup artists
- Event photos from NUMINOUS Magazine Release Party will be published in the Censorship Issue
- Solo show: The Dive Gallery, Philadelphia, PA, 2015
- Alumni exhibition, group show: Moore College of Art & Design, Philadelphia, PA, 2014

## **WYBE Public Television**

### **Development Associate (2004 - 2005)**

- Oversaw database conversion from MEMSYS to Raiser's Edge to completion and managed the station's membership database
- Project management for development practices and prospect research for major giving
- Planned and coordinated On-Air Membership Pledge Drives and organized the Annual Wine Auction

## **Second Life**

### **Freelance Virtual Worlds Content Creator and Event Coordinator (2004 - 2008)**

- Founded, designed, marketed, and distributed own virtual fashion label and business, Deadly Nightshare. Co-Owned Peregrine Salon, LLC, a virtual worlds development firm. Co-Founder, Lead Organizer, and Board Member for the Second Life Community Convention, the largest yearly gathering of virtual worlds enthusiasts. Keynotes included Philip Rosedale, inventor of video streaming, Mitch Kapor, founder of Lotus, and Cory Ondrejka, VP of Engineering of Facebook. Co-Founder and chief marketer of SLBoutique.com, a web-based marketplace for virtual items CNN declared, "the Amazon.com of virtual items."
- Lecturer and panel participant at Universities and conferences, including the University of Pennsylvania (COMM 300, Public Space & Public Life), University of the Arts, Philadelphia University, the Philadelphia Future Salon, the Philadelphia Science Fiction Convention, and QVC's global headquarters.
- Interviewed for many TV outlets, including CNBC's *On the Money*, ABC News's *Right Now on the Net*, and WFMZ's nightly news. Footage was also used for a documentary on the history of video games aired on NBC and MSNBC.
- Featured in several books on *Second Life: The Second Life In-World Travel Guide*, *The Entrepreneur's Guide to Second Life*, and *Second Life: The Official Guide*, about being a well known virtual fashion designer and businesswoman, and co-founder of the Second Life Community Convention, the largest yearly gathering of virtual world enthusiasts.

## **Marsh, Inc.**

### **Administrative Assistant (2000 - 2004)**

- Project Management for the company's national health care, life sciences, chemicals risk management and insurance practices.
- Knowledge management for the company intranet, maintained and managed web content for life sciences and chemical practices.
- Coordination of yearly Managed Care Forum and the ASHRM (American Society for Healthcare Risk Managers) Conference events.

## **Professional Development**

### **Moore College of Art & Design (Continuing Education)**

- Digital Photography Studio, 2013

### **Completed Online, via Lynda.com:**

- Photography & Video Courses: Product Photography for eCommerce, Insights on Product Photography, Up and Running with DSLR Film Making, Creative DSLR Video Techniques, Video for Photographers: Shooting with a DSLR, Up and Running with Studio Strobes, Lighting for Photographers: Portraiture, Narrative Portraiture: Foundations of Portraiture, Green Screen Techniques for Video and Photography, Lens Reversal Macro Photography, Foundations of Photography: Exposure, Composition, Lenses, Night and Low Light, Macro and Close Up, Flash, Speciality Lenses, Up and Running with Natural Light, Up and Running with Lighting: Studio Lights and Flash, Lighting with Flash: Basics, Lighting for Photographers: Flash Exposure Fundamentals
- Software Courses: Up and Running with Lightroom 5, Lightroom 5 Essentials: Importing with the Library Module, Managing Images with the Library Modules, Develop Module Basics, and Develop Module Advanced Techniques, Photoshop One on One Essentials.
- Website Courses: Responsive Design Fundamentals, Website Strategy and Planning, Website Planning and Wireframing, Google Analytics Essential Training, Website Design Fundamentals, CMS Fundamentals, GitHub for Web Designers
- Social Media Courses: Facebook Advertising Fundamentals, Pinterest for Business Sharing Photos with Instagram Up and Running with Vine, Up and Running with SnapChat, Up and Running with Pinterest, Google+ for Business, Twitter Essential Training, Up and Running with Tumblr, Social Media Marketing with Facebook and Twitter.