

## HELLO!

I'm an intellectually curious media creative with a passion for making, in whatever forms possible. I'm culturally aware and let current events and tastes drive my work, while still drawing from the wealth of traditional knowledge. I have a diverse skill set and strive to continue learning every day, seeking out opportunities to advance my work and give back to my community. I'm an excellent communicator, comfortable leading and also following, friendly, and hungry for a challenge.



## EDUCATION

**LEBANON VALLEY COLLEGE:** B.M., B.A., 2016

I pursued degrees in Music Recording Technology and Music Composition. I worked in the studios on numerous projects and am experienced in synthesized sound, foley, mastering, acoustics and live system design. In addition to my music studies, I was heavily involved in radio broadcasting, advertising, graphic design, video editing and internet marketing. I proposed and ran a grant, Artify LVC, in order to celebrate the work of LVC's skilled artists and create spaces to display their work. I oversaw the commission and installation of numerous pieces of student and alumni artwork of varying mediums across campus.

**FREECODECAMP:** Certification, 2017

A certificate program which involves at least 2080 hours of coding for non-profits. It's a full-stack program with incremental certificates awarded for Front-end development, Data Visualization, Back-end development, and multimedia work.



## JOB EXPERIENCE

**ASSOCIATE PRODUCER:** Wonderful Machine

I work with major brands, ad agencies, and publications to produce creative media and connect them with our member photographers. I'm a digital designer and create websites, custom code, and html emailers. Prior to stepping into the associate producer role, I worked in the photo editing and publicity departments. I was responsible for our member photographer's profiles and acting as an art director for their WM photos.

**DIGITAL MEDIA INTERN:** Drum Corps International

I worked and traveled with the IT/Video Production team on a variety of live broadcast projects as a camera operator, audio technician and broadcast engineer. I also designed graphics for many locations that were used during the broadcast, and in on-demand products. I assisted in the design and coding of [marchingmusicdownloads.com](http://marchingmusicdownloads.com), an E-Commerce website for audio and video downloads.

**CONTENT/BRAND DEVELOPER:** Center for Career Development at LVC

I worked with the CCD to evaluate their current promotional practices and develop a better strategy to market their services to the student population. I created and executed new marketing initiatives and created a sustainable and attractive brand for the CCD that was easy to maintain internally. I created customizable graphic templates and designs to let the center produce their own content.



## VOLUNTEER EXPERIENCE

**STRAWBERRY EFFECT CREATIVE MEDIA:** Owner/Chief Creative

I provide digital media services to underprivileged and volunteer groups in the areas of graphic design, audio and video recording/editing, advertising strategies and content creation.



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## SKILLS

### PROFESSIONAL SKILLS

- Graphic Design
- Adobe Creative Cloud
- Front-end Development
- App Design
- Bootstrap
- Typography
- Art Direction
- Audio & Video Editing
- Conceptualization
- Dancing

### PERSONAL SKILLS

- Problem Solver
- Team Player
- Motivated Worker
- Excellent Communicator
- Innovator
- Great listener

### HOBBIES

- Reading
- Making Music
- Walking
- Painting
- Reddit

Hello!

My name is Julian Gerace and I'd love to work at VRS as your next Designer. I'm highly-skilled, passionate, funny, friendly, and looking to start a career with a company where I can produce great work and continue to learn and grow. I seek out opportunities to challenge myself and to keep up with trends in design, in technology, and in culture.

I actually graduated just down the road at LVC and though my degrees are in music, I was able to focus electives and free-time on design and advertising classes. My work both during school and afterwards (through my internship and current position) helped me develop my skills and work on some amazing projects for big name folks like Delta and MGM. In contrast, I cut my teeth by working with the little guys such as volunteer groups and local bands and brands and still enjoy that work.

One of the things I pride myself on is being motivated to always advance and create instead of staying in one place. I feel like my diverse background in art, web development, and graphic design match up well with the work this position is responsible for.

I currently work for Wonderful Machine, a production company outside of Philadelphia. One thing to note is that as I am currently employed, I ask that my interest in this great opportunity be kept confidential at this time. I worked for a period of time as a photo editor and publicist before I was promoted to associate producer where I currently split my time between assisting ad agencies in organizing productions, and designing websites (on all kinds of platforms) and HTML emailers for commercial photographers. If you were to ask people I work with about me, you'd most likely hear that I'm a mover and a shaker. I constantly look for ways to improve processes, advance the company and take advantage of all the tools available.

I am very comfortable and experienced with Adobe Creative Cloud applications. I have publicity/copywriting experience have worked on branding overhauls where we totally re-work a company's messaging and graphic identity. I can proficiently code in HTML and CSS, Javascript, and use Bootstrap to make things responsive. I'm familiar with CMSs such as WordPress and ExpressionEngine and love working with other people.

I'm an extensively-trained musician and love making music in my free time (I'm actually a part-time choir director). If I'm not at work or making music, you can usually find me taking photos, reading, walking, or trying to figure out how my avocado got overripe so quickly even though I only bought them 2 days ago.

You can see some of my work on my website: [juliangerace.com](http://juliangerace.com)





I would love the opportunity to schedule an interview with you, please feel free to call or email at any time!

Thank you,

*Julian Gerace*

Julian Gerace



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