

EDWARD BAKER

518.339.5520
ed@edwardabaker.com

1103 Huntington Court
East Greenbush, NY 12061

EDUCATION

Rochester Institute of Technology
(BFA) New Media Design and Imaging, May 2008
Minor in Entrepreneurship
Graduated with High-Honors, GPA: 3.7

SKILLS

Branding and marketing, concept to execution.
Design for print, television, web, and mobile.
Search engine optimization (SEO & SEM)
Email, social, & viral marketing.
Event planning, promotion, and execution.

HONORS

2011 Capital Alliance of Young Professionals
Contribution Award

2008 Adobe Achievement Awards
National Semifinalist

AFFILIATIONS

Albany Ad Club
Capital Alliance of Young Professionals

EXPERIENCE

MarketArt, Inc.

East Greenbush, New York | 5/2009 - 1/2012
MARCOM MANAGER

Responsible for designing and enhancing touch-screen, web, and mobile phone versions of the You Are Here application suite. Responsible for all in-house marketing and branding. Responsible for marketing on behalf of national tradeshow clients. Responsible for marketing budget, reporting, tradeshow exhibitions & travel, and negotiating national media buys.

Partial Client List: AARP, Windpower, Bio, Solar, IAAPA, AAPEX, AAHSA, & ACEP conferences.

Freelance

Albany, New York | 9/2000 - Present
DESIGNER & MARKETING CONSULTANT

Partial Client List: Microsoft, Effective UI, Crisafulli Bros., WXXI-PBS Rochester, Seneca Park Zoo, Logos Print, Blue82 Lounge, Home Medical Associates, Paramount Security, Capital Region Salvation Army, Seton Health Foundation, The Stakeholders Foundation, University of Albany, Schenectady County Community College, Capital Alliance of Young Professionals, Clear Channel, RedBull, Henessy.

bluemia

Tempe, Arizona | 9/2006 - 1/2010
ACCOUNT EXECUTIVE

Sales and distribution of vinyl materials from the Tempe, AZ facility to East Coast clients. Fleet vehicle graphics, large format banners, and environment based signage installations.

Sandia National Laboratories

Livermore, CA | (5/2007 - 8/2007)
INTERFACE DESIGN - INTERNSHIP

Game Technology-Enabled Simulation for Homeland Security Training. Designed the in-game experience for GroundTruth, a video game created in cooperation with the U.S. Department of Homeland Security and USC Gamepipe Lab. Introduced user feedback systems and in-game alert systems. Facilitated beta testing with Alameda County first response team.

Schenectady Access Cable Council

Schenectady, New York | 5/2002 - 8/2006
MASTER CONTROL ROOM OPERATOR

Responsible for scheduling and programming regular television content, studio production coordination, equipment and facility training for the public, video editing, multimedia presentations, graphics & animations, and website maintenance.

Design Portfolio

www.edwardabaker.com

Please don't forget the "A"