

## EXPERIENCE

- ↘ **Marketing and Design Intern, DonorsChoose.org**  
New York, NY | June 2009 – August 2009
  - Interned at not-for-profit website built around getting resources to public school classrooms in need.
  - Conceived copy and marketing strategies for national fundraising campaigns; designed for print and web.
- ↘ **Production and Design Intern, Nice Dissolve**  
Brooklyn, NY | December 2008 – March 2009
  - Interned at film production company focusing on short videos to feature-length films.
  - Edited videos with Final Cut; created clips in After Effects; performed camerawork at shoots; designed promotional materials.
- ↘ **Design Intern, Berlin Productions**  
White Plains, NY | January 2008 – March 2008
  - Interned at design agency, meeting print and interactive needs of private and nonprofit clients.
  - Worked with Adobe Creative Suite, HTML, CSS, XML, Final Cut Pro; designed and maintained websites for clients such as GeneralStar, a Berkshire Hathaway Company.
- ↘ **Freelance Graphic Designer**  
NY | 2007-Present
  - Identity, web, print, art direction for: Macaulay Scholars Council, Happy Hills Vintage, The Muddy Panties literary magazine, Roosevelt Institution, The Greener Apple, City University Film Festival, more.

## EDUCATION

- ↘ **Macaulay Honors College at Hunter, City University of New York**  
New York, NY | Class of 2012
  - Double major in Communications Design and Social Psychology; 3.9 GPA.

## AWARDS and NOTABLE ACTIVITIES

- ↘ **Communications Commissioner, Hunter Undergraduate Student Government**  
New York, NY | June 2009 – Present
    - Supervise all in-person and online outreach, marketing, and PR for student body of over 15,000 students.
    - Spearhead team of 8 in large-scale student engagement and advertising campaigns; lobby administration on behalf of students; design web, print, and promotional materials; craft press releases; interview potential hires; assess and approve budgets drawing on over \$1M in funds as Executive Board member; designed identity and website; oversaw implementation and marketing of online student group management system.
  - ↘ **Co-Founder, Co-Director, Macaulay Arts Night**  
New York, NY | March 2009 – Present
    - Created and run event to celebrate creativity and develop a Macaulay Honors College community.
    - Recruited team of 22 curators on 7 campuses; garnered 100+ visual, literary, and musical submissions from all campuses; create viral marketing campaigns (promotional video with AfterEffects, mascot development, social media strategy, word-of-mouth buzz tactics); design print materials; supervise event night.
- Jeannette K. Watson Fellow; Goldsmith Fellow; Smith Fellow; Revson Scholar; Starr Scholar | 2009 – 2010  
Communications Committee Representative, Macaulay Scholars Council | 2008 – 2009  
Founder, Designer, Editor-in-Chief, Nucleus creative showcase magazine | 2008  
Putnam County Youth Service Award | 2008  
Eagle Scout | 2008

## SKILLS

Adobe Creative Suite; Google Apps, Analytics, AdWords; ExactTarget; XHTML; CSS; creative direction.

## PORTFOLIO

tyleralterman.com