

# Brandon M. Lee

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**Objective:** Create a balanced media presentation using graphic design, interactive multimedia, writing, and marketing.

## Summary

- Graphic designer with experience in design concepts for print and digital media.
- Web designer specializing in cross-platform compliance, front-end coding, liquid design, and interactive marketing.
- Versatile journalist with writing, editing, and computer assisted reporting skills.
- Proficient in Photoshop, InDesign, Illustrator, Dreamweaver, Flash and MS Office.
- Storytelling ability that incorporates graphic design, web design, programming, and writing.

## Experience

### Web Design and Interactive Marketing

- Created web sites with liquid design to fit different sized screens.
- Produce e-mail blasts, landing pages, and direct mail pieces for marketing campaigns
- Proficient in html and css coding with experience in cross-platform compliance, front-end coding, liquid design, and search engine marketing.
- Wrote copy for marketing campaigns
- Familiar with facebook.com marketing.
- Basic knowledge of PHP, MySQL, and javascript.
- Developing social networking web site for cancer patients and their loved ones.
- Created Flash car operation tutorials for Mercedes Benz USA Education clients.
- Created Flash movie advertising product for Royal Sovereign International, including designs, concept, coding, music, and copy for movie.
- Proficient in Actionscript 2.0.
- Experienced in creating/maintaining Wordpress and Joomla websites.

### Graphic Design

- Aided in development of direct marketing campaigns.
- Retouched product images for presentations.
- Took photos of office products.
- Strong background in typography and color theory, including their interaction with images.

### Journalism and Writing

- Wrote hard news, sports, opinions and features articles.
- Layout newspaper pages using Experienced in designing newspaper layouts in InDesign.
- Designed graphics using Photoshop and Illustrator.
- Assigned, copyedited, and laid out stories on deadline.
- Proficient in storytelling and character development.

### Leadership

- Presented leadership workshop as Vice President of Public Relations of the Leadership Development Program.
- Led, wrote, and choreographed martial art act for cultural show.

## Relevant Work History

### Multimedia and Graphic Design Experience

<i>Current</i>	<b>Freelance Designer</b> - Paramus, NJ
<i>Summer 2008</i>	<b>Digital Media Group Intern</b> , Esprit Media (consulting company for Mercedes Benz USA) - Montvale, NJ
<i>Winter 2009</i>	<b>Graphic Design Intern</b> , Royal Sovereign International - Rockleigh, NJ
<i>Current</i>	<b>Freelance Associate</b> , Considine Communications - Hopewell, NJ
<i>Winter 2008</i>	<b>Web Producer Intern</b> , North Jersey Media Group (The Record Newspaper) - Hackensack, NJ

Spring 2008 **New Media Intern**, RealClearSports.com  
Fall 2007 **Publicity Intern**, Princeton Regional Schools Performing Arts Center – Princeton, NJ  
Spring 2008 – May 2009 **Vice President of Public Relations**,  
The Leadership Development Program, The College of New Jersey– Ewing, NJ  
Summer 2008 – May 2009 **Webmaster**, Ink (creative writing organization), The College of New Jersey – Ewing, NJ

## Journalism Experience

Summers 2005, 2006, 2007 **Local Sports Intern**, The Record Newspaper – Hackensack, NJ  
Fall 2006 – Spring 2008 **News Editor, Sports Editor, Sports Assistant Editor, Staff Writer**,  
The Signal, The College of New Jersey – Ewing, NJ  
Spring 2007 **Opinions Copy Editor**, Unbound (online magazine), The College of New Jersey – Ewing, NJ

## Education

B.A., May 2009,  
Double Major in Journalism and Interactive Multimedia, concentration in Digital Media  
Minor in Graphic Design  
The College of New Jersey (Formerly Trenton State College), Ewing, NJ

**GPA: 3.88/ 4.0**

## Awards and Honors

- **Golden Key Honor Society** – Spring 2007; Nominated as College honor society member
- **Dean's List**- 8/8 semesters.
- **GEL / Hired Guns Good Experience Contest** – Spring 2009; Semi-finalist in a multimedia contest explaining a project in development, [www.TheirStoryIsOurStory.com](http://www.TheirStoryIsOurStory.com), a social-networking web site for cancer patients and their loved ones.
- **5 Minutes of Fame** – Presented dynamic drums project at the New Media Conference in Princeton, N.J.
- **New Jersey Newspaper Foundation** – 2007; scholarship/ internship award winner
- **Bob Cole Scholarship Award** – 2007 and 2008; awarded a scholarship in honor of journalism professor emeritus at The College of New Jersey.
- **Walter D. Head Foundation Scholarship Award** – 2007; \$10,000 Paramus Rotary Club scholarship for students focusing in communications.
- **New Jersey Sports Writer's Association Scholarship Award** – 2006; awarded to a New Jersey student attending an in-state school and excelling in sports journalism.
- **Garden State Press Association** – 2003; 3<sup>rd</sup> place winner in-depth high school articles award – Gambling article.
- **Black Belt** – 1998; Master Lee's Tae Kwon Do Center; Oradell, NJ