

Eugene A. McDonald, Jr.

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Objective: To utilize my creativity, intelligence, experience, technical and leadership skills to expand my graphics and web design skills and experience, contributing to the success of a quality organization with a potential for growth.

Experience:

May, 2006-present etc...

Asbury Park, NJ

Graphics/Web Designer/Advertising consultant

- Design and create print ads for retail store.
- Re-designed and created new web site, www.etcinap.com
- Provide media analysis and recommendations for exposure and increasing of brand.
- Assist with event planning and marketing concepts.

Feb., 2004-present

Out IN Jersey Magazine

Trenton, NJ

Web Developer/Contributing columnist/Design Consultant

- Edit and maintain content and (ongoing) design/formatting alterations for existing web site, www.outinjersey.net
- Attend editorial and design meetings to discuss and shape magazine look, feel, and content.
- Write and edit nightlife column, "Klubbin' With Kozmo."
- Cover nightlife functions, events, and parties as necessary.

April, 2006-present

The Inns Of Ocean Grove

Ocean Grove, NJ

Web Designer

- Designed and created multiple websites under www.innsofoceangrove.com umbrella from conception: www.theoceanviewinn.com, www.theparkviewinn.com, and re-design of www.ogplaza.com
- Set up web hosting and email accounts.
- Maintain site content for multiple "Inns" sites
- Provide site optimization and ongoing site maintenance.
- Consult on online marketing and expansion of same.

June, 1999–Nov., 2006 Paradise & The Empress Hotel

Asbury Park, NJ

Advertising Director

- Design and create all print and internet advertising.
- Redesigned and created website structure for nightclub: www.paradisenj.com
- Created website for hotel from conception: www.asburyempress.com
- Administrate and maintain web content for club and hotel.
- Write and edit ad, web, and event copy and press releases
- Interface with all publishers, representatives, and salespersons to place, schedule, shape media presence and increase brand.
- Coordinate and meet scheduled advertising deadlines.
- Conceptualized, generated (layout and all copy), and oversaw mailing of monthly newsletter, regular promotional handouts, brochures, and other direct marketing materials.

Lighting Operations

- Design presentation and operation of high-end computerized dance floor lighting systems.
- Design and operation of stage/theatrical lighting for live performances.
- Interface with recording stars, managers, agents, and performers to meet performer stage/theatrical lighting effects and needs.
- Light system maintenance and programming.

Miscellany (a variety of duties that are or have been performed without formal title or position)

- Schedule and arrange shows and promotional events including theme parties, CD releases, and seasonal events.
- Design and decorate for theme parties, seasonal events, and other club functions.
- Create, consult, and present marketing strategies, bar schedules, and a variety of procedural proposals.
- Train and supervise new bar hires.
- Receive deliveries.
- Receive, route, and/or respond to incoming calls on a variety of issues.
- Review, route, and respond to all incoming club emails.
- Operate high-end sound systems and interim/fill-in DJ
- Fill-in for bartenders as necessary.

1998–2001
(Freelance 2000-01)

John Wiley & Sons, Inc.

New York, NY

Web Production Assistant (2000-2001)

- Assist web editors with preparing and posting site content.
- Maintain tracking database for departmental projects.
- Assist in all departmental projects.
- Format images for web use.
- Log and distribute incoming systems' issues and Customer support calls.

Production Assistant (1998-2000)

- Assist department manager and editors in all phases of publication production including proofreading and copyediting.
- Created and maintained project tracking database.
- Acted as departmental liaison to authors and outside vendors.

Education:

1992–1995

Holy Family College

Philadelphia, PA

B.A., English: Literature Graduated magna cum laude.

Member: Lambda Iota Tau (Literary Honors Society)

1990-1992

Syracuse University

Syracuse, NY

Attended art school. Studied basic 2 & 3 dimensional design, illustration, art and film history.

Skills:

Expert with: Adobe: Photoshop 7.0, ImageReady 7.0; PrintShop 2.0; Microsoft Office: MS Word, PowerPoint

Proficiency with: Adobe: Acrobat, Dreamweaver, Swishzone; HTML; Working knowledge of Excel, Outlook;

Familiarity with: JavaScript and Flash; Other skills: website design and construction; illustration; graphic and logo design; professional phone manner; excellent writing skills; organizational skills; bartending; gourmet cooking.

References available upon request