

“ Head in the clouds, feet on the ground. Producers must reconcile innovation and elegance with project goals, available resources and client expectations. In this role, I have managed, negotiated, delegated, designed, developed and edited elements to ensure that projects *work*. ” JEREMY CLARK

jc@creativemerc.com twitter.com/creativemerc
linkedin.com/in/creativemerc +1 503.724.4380

EXPERTISE

- Interactive media production and content development
- New media and social network strategy
- Brand development and positioning
- Project management

SELECTED ACCOMPLISHMENTS

- Created comprehensive social media program for *NEH on the Road* traveling exhibition program
- Served as Webby Awards judge
- Designed and developed official MySpace character pages for multiple Warner Bros. television properties
- Collaborated with CW New Media team to create the online interactive game *Smallville Legends: Justice & Doom*
- Presented at professional conferences on new media and cultural organizations

EDUCATION

John F. Kennedy University Kansas State University
Berkeley, CA Manhattan, KS
M.A., Museum Studies B.A., Geography | Phi Beta Kappa

EXPERIENCE

CreativeMerc | Portland, OR

Principal | 2008 - 2009

- Provide clients with a range of creative services
- Devised new media strategies for exhibitions and organizers
- Designed and developed websites as elements of larger marketing strategies
- Wrote content for 2008 MTV Video Music Awards Interactive

Orinda Group, LLC | Los Angeles, CA and Portland, OR

Principal / Co-founder | 2004 - 2008

- Crafted customized design solutions for entertainment companies, museums, galleries, artists and musicians
- Rebuilt and streamlined the official website of *The OC* TV series
- Produced an extensive website that highlights the art collection of the Medical University of South Carolina
- Co-produced an exhibition catalogue that won a Gold Medal for design at the SEMC 2007 Annual Meeting
- Conducted brand analysis and refinement
- Lead Mountain-Plains Museums Association through rebranding, website and logo redesign, as well as social media campaign to attract younger museum professionals
- Provided planning and management services to cultural organizations
- Conducted comprehensive market analysis for new Pennsylvania history museum

Center for the Study of Political Graphics | Los Angeles, CA

Archivist | 2004

- Managed care and preservation of a 50,000+ poster archive
- Lead development and execution of online exhibition initiatives

Computer History Museum | Mountain View, CA

Registrar | 2001 - 2003

- Managed all aspects of care for 10,000+ artifacts
- Coordinated multi-million dollar collections relocation
- Served as content creator and copyeditor for online exhibitions

Museum Management Consultants | San Francisco, CA

Project Coordinator | 2000 - 2001

- Assessed quality of storage and exhibition environments
- Created public program menus for client institutions
- Assembled and edited strategic and master plans

ORGANIZATIONS WITH WHICH I HAVE WORKED: **Mid-America Arts Alliance** | Pacific Title & Art Studio | **Warner Bros.** | The Halsey Institute of Contemporary Art | **Mountain-Plains Museums Association** | The Mexican Museum | **The Charleston Jazz Initiative** | The Exploratorium | **California Association of Museums** | Hubbard Museum of the American West | **Berkely Art Museum / Pacific Film Archive** | The National Rte. 6 Museum | **New Langton Arts**