

## TRACEY S. LAWRENCE, MS

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## DIGITAL MEDIA EXPERT

Armed with a wide range of hands-on experience in graphic arts, social media, marketing, web site development and management, video production, I elevate businesses, saving time, money and aggravation.

## AREAS OF EXPERTISE

Design for Cross-Media Deployment	Print Design and Production	Pre-press
Video Capture, Editing and Production	Motion Graphics	Writing, Blogging
Appropriate Technologies	Public Access Cable TV Production	Custom Training Solutions
Small Business Marketing Strategies	Search Engine Optimization	Communication

## PROFESSIONAL BACKGROUND

**Graphic Detail, Inc.**, Ringwood NJ March 1998 to Present

Provide design and production services for marketing with video, print and internet, branding, corporate identity, and training solutions. Small business marketing expert. Public access television specialist.

**Ringwood Municipal Cable TV: Station Manager** January 2008 – Present

Videographer, editor and producer. Research equipment and solutions, produce segments, created station identity. Rebuilt entire studio from the ground up, including the launch of an online streaming web cast at [www.ustream.tv/channel/ringwood-tv](http://www.ustream.tv/channel/ringwood-tv). Advise municipal departments on marketing and technology.

**Pompton Lakes TV: Station Manager** January 2010 – Present

Resurrected this dormant station, endowing it with a new logo and identity, setting up its network and training the Borough employees in its use. Schedule council meeting broadcasts, back up staff with emergency messaging and technical issues.

**The Craftsmen Printers**, Clifton, NJ: Pre-press & Marketing Consultant December 2009 – Present

Rebuilt their prepress facilities, train their production people and provide ongoing technical and production support. Assist with marketing to develop new business.

**AyurVideo Productions, LLC**, Ringwood NJ: Creative Partner May 2007 – May 2008

Creator and producer of DVDs providing instruction in holistic lifestyle practices. Design, scripting, project management, videography, editing, motion graphics, voice overs, sound, DVD production, packaging, marketing, product development, etc. Dissolved due to economic meltdown.

**Adobe Systems:** August 2007 – October 2007

Writer of the Certified Expert Exam for Illustrator CS3 in collaboration with NIIT, India.

**New York University**, 11 W. 42nd Street, NY: Adjunct Professor January 2007 to May 2009

M.A. program for Graphic Communications Management & Technology: developed curricula and taught Managing Applications for Crossmedia Publishing I and II.

## PROFESSIONAL BACKGROUND (continued)

**New York City College of Technology, CUNY, 300 Jay Street, Brooklyn, NY:** Adjunct Professor  
September 2000 to January 2002

Developed and implemented curricula for this technical four-year college's Graphic Arts department, sending motivated, informed professionals into a demanding field.

**Bonjour Group** (Bonjour, Route 66, Faded Glory) New York, NY: Production Manager  
May 1996 to February 1998

Responsible for design and production of all apparel packaging elements. Educated design studio in best practices. Developed workflows for Kmart and Wal-mart facilitating delivery and production of all packaging materials for private label garments.

## EDUCATION

**Master of Science in Digital Imaging and Design, New York University** September 2005 – May 2007

Dean's Fellowship recipient. Learned video editing, motion graphics and broadcast design. Thesis project won several awards and placements in festivals.

**Bachelor of Arts with Honors in Psychology, New York University,**  
Washington Square School of Arts & Sciences, New York, NY June 1978

Regents and NYU Arts & Sciences Scholarships. Employed as research assistant on high-profile survey for *Redbook Magazine*, which formed the basis on my honors thesis.

## AWARDS

*In The Eye Of The Beholder*, a live action short which I wrote, produced and directed, 2007: selected for inclusion in the Garden State Film Festival 2008 and given Honorable Mention in The Accolade Competition, 2007.

Arthur Meyers Memorial Award for Outstanding Instructor presented by the Association for Graphic Communications, 2001.

Saint-Gaudens Medal for Fine Draftsmanship, 1974.

## MEMBERSHIPS

Member of Jersey Access Group, Member of Alliance for Community Media.