

# RESUME

## SEAN MASTERSON

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### HIGHLIGHTS

- Highly creative, goal-oriented team player with a deep understanding of and demonstrated passion for social media, web design and development, graphic design, photography and multimedia.
- Proven ability to perform well under pressure and to simultaneously deliver results for multiple projects and clients.
- Proactive manager, team builder and tactical planner with the ability to attract and secure key players in building strong and lasting business relationships.

### PROFESSIONAL EXPERIENCE

***SBM STUDIOS, September 2004 - Present***  
***www.sbmstudios.com***  
***Principal***

***Marketing studio offering web marketing, social media, graphic design and photography solutions to editorial, commercial and non-profit clients throughout San Diego, CA***

- Managing online marketing campaigns and effectively driving brand awareness, engagement and traffic to social media pages.
- Creating strong, visible social media presences and developing concepts with viral potential. Continuously monitoring online public relations to ensure the success of client programs.
- Designing websites, utilizing HTML/XHTML, WordPress, Flash, ActionScript and JavaScript.
- Commercial and non-profit client base includes The James Irvine Foundation, The Robert Wood Johnson Foundation, PICO, Scripps Medical Center, So Say We All, Vermin on the Mount and The University of New Mexico.
- Editorial client base includes Time Magazine, Newsweek, The Los Angeles Times, The San Diego Union Tribune, The European Press-Photo Agency, Stern, The Fader and many other national and international publications.

***iProlog, Inc., November 2010 - Present***  
***Websites include: www.gvalidate.com / www.inkgard.com / www.versacheck.com***  
***Content Design / Web & e-Commerce Manager***

- Interpreting, analyzing, recommending and producing compelling messaging that successfully promotes brand objectives.
- Designing, maintaining and enhancing several e-commerce websites across a broad range of product lines.
- Project managing and interfacing with programming team and additional designers to meet project timelines.
- Maintaining & updating visual content for the company's products and marketing materials for current and new websites.

***PRESTIGE INTERNATIONAL INC., September 2002 - September 2004***

***www.prestigein.com***

***Global Marketing Coordinator***

***Sydney, NSW Australia***

- Facilitated corporate communications and project management between 16 offices worldwide and corporate headquarters in Tokyo, Japan.
- Developed, managed and implemented programs to increase communication between global offices, including regular conference calls, email newsletters, online message boards and monthly updates by regional hub.
- Consulted with local sales teams to develop and design sales support materials, including web content, brochures and case studies, with consistent messaging.
- Maintained media program, developed relationships with media contacts and created and distributed press releases to key media.

***SAN FRANCISCO STATE UNIVERSITY, September 1999 - May 2002***

***Photojournalism Department Assistant***

***San Francisco, CA***

- Researched grant opportunities and developed proposals.
- Devised strategies to seek additional funding for department.
- Managed department resources, including other assistants.

**EDUCATION**

***UCSD Digital Arts Center***

**Certificates in Graphic Design and Web Design - Completed September 2010**

***San Francisco State University***

**Bachelor of Arts in Journalism**

**COMPUTER SKILLS**

***Web & Graphic Design***

**HTML / XHTML, Adobe Creative Suite - Photoshop, Illustrator, InDesign, Flash, Dreamweaver, CSS, ActionScript, JavaScript, FinalCut Pro**

***Microsoft Office Suite***

**Word, PowerPoint, Excel, Outlook**

***Social Media Solutions***

<b>Blogger</b>	<b>Facebook</b>	<b>Digg</b>	<b>Help a Reporter</b>
<b>WordPress</b>	<b>MySpace</b>	<b>del.icio.us</b>	<b>Out (HARO)</b>
<b>Live Writer</b>	<b>Flickr</b>	<b>StumbleUpon</b>	<b>PitchEngine</b>
<b>Podcasting /</b>	<b>Twitter</b>	<b>Technorati</b>	<b>ReportingOn</b>
<b>Audacity</b>	<b>Ning</b>	<b>reddit</b>	<b>Twellow</b>
<b>FeedBlitz</b>	<b>HTML / XHTML</b>	<b>Google</b>	<b>Wikipedia</b>
<b>Bloglines</b>	<b>editors</b>	<b>(Analytics, etc.)</b>	<b>Second Life</b>
<b>LinkedIn</b>	<b>YouTube</b>	<b>Camtasia</b>	