

ERIC BRAEM

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Portfolio available online at <http://portfolio.thelevel.org>

SUMMARY OF PROFESSIONAL QUALIFICATIONS

A communications professional with more than 10 years of experience, my background is diverse and allows me to adapt to any given situation or project:

- Self-motivated, intelligent, creative, innovative and multidimensional professional.
- Ability to successfully manage a wide range of responsibilities, both independently and collaboratively.
- Resourceful and adaptive, with strong problem-solving and strategic-thinking skills.
- Exhibits a high level of integrity, commitment to quality, passion for service, and a desire to exceed established goals and deadlines.

AREAS OF EXPERTISE

- Strong written, verbal, and visual communication skills • Project management • Copywriting and editing (AP/CMS) • Documentary and promotional photography • Graphic and document design
- Image retouching and composite photography • Adobe Creative Suite (Photoshop, Lightroom, Acrobat, InDesign, Illustrator, Dreamweaver) • Microsoft Office suite • WordPress • Photo research
- News and feature writing • Social media • Basic HTML • Aperture • Audio production/on-air talent

PROFESSIONAL EXPERIENCE

Associate Production Editor – EMC Paradigm Publishing – May 2014–Present

- Responsible for the project management and production of assigned textbooks and media products, from manuscript to bound book and electronic formats, by directing the production process.
- Plans, organizes, and tracks the production process to meet schedule, quality, and cost requirements.
- Performs multiple rounds of proofing text and design, ensuring high quality publications.
- Contributes to design and content decisions, performs photo research, hires and manages external vendors.

Photographer, Designer, Journalist and Communications Professional – 2005–Present

A freelance photographer and communication specialist who has experience producing photographs, stories, interactive galleries, composite images, document design, portraits, digital illustrations and photo retouching. Clients include architects, advertising agencies, medical companies, public organizations, artists and other private enterprises.

Ongoing projects and previous work include:

◆ **Web Production**

Edit and populate sites with images and text, using WordPress, social media, basic HTML and Dreamweaver. Copyedit, verify accuracy, functionality, quality.

◆ **Design and digital illustration**

Develop and design brochures, album art and other print materials via InDesign. Create digital illustrations for medical instruction in Adobe Illustrator via hand-drawn guides. Draw and edit elements to be used in interactive media.

◆ **Photojournalism and written work**

Schedule, photograph and edit event images; collect relevant information. Create interactive galleries with images, news and audio. Write, copyedit and produce social media products.

◆ **Photo Editing**

Retouch portraits, architectural images and event photos via Aperture, Photoshop, Lightroom, Camera Raw and Wacom tablet. Adjust color/exposure, perspective, remove undesirable aspects, and create image composites.

◆ **Product, architecture and portrait photography**

Photograph and edit images of homes, construction, vehicles, people, glass and other artwork.

Customer Service Representative - White House Custom Colour, Eagan, Minn., 2013 [seasonal]

- Supported photographers in the production of professional print products.
- Troubleshoot complex software, design, image-quality, and shipping issues.

Communications Director - EyEs Limited, Saint Paul, Minn., 2011–2012

- Member of small, executive team developing a start-up eyewear retailer.
- Wrote and copyedited communications for president and founder.
- Project management for external communications, social media, space design, architecture.
- Set up corporate payroll, policies and communications network for headquarters.
- Worked with architectural firm to review project plans and design retail/medical space.
- Documented construction process and corporate events with photography, text.
- Created logos, signage and marketing materials, and performed search-engine optimization.

Quality Assurance Editor - BestMark, Inc., Minnetonka, Minn., 2011

- Ensured quality excellence on detailed mystery-shop surveys, copyediting for grammatical, factual, typographical and style errors.
- Verified document validity on strict deadlines.
- Coached shoppers on best practices to gather information about product quality and service.

Photo Editor and Photojournalist - *Owatonna People's Press*, Owatonna, Minn., 2005–2008

- Scheduled and photographed news, sports and events for daily newspaper, sister publications and the Associated Press.
- Managed editorial budget for department, freelancers, and maintained equipment inventory.
- Gathered news, authored captions and feature stories, edited story copy, photo research.
- Edited images, created photo illustrations and original infographics for newsprint and web.
- **Honors:** Instant Citation, *Associated Press*. Use of Photography as a Whole, *Minnesota Newspaper Association*. General Excellence, *Minnesota Newspaper Association*.

Photojournalist, Assistant Photo Editor and Writer - *The University Daily Kansan*, Lawrence, Kan., 2002–2004

- Photographed news, sports, feature assignments for daily newspaper.
- Edited images, created graphics for print and the web. Gathered news, edited cutlines.
- Managed daily photo budget and other photographers.
- Wrote in-depth and shorter feature stories for weekly magazine, *Jayplay*.
- Member of creative design team, starting new magazine publication from scratch.
- Traveled domestically to cover collegiate athletics.

EDUCATION

Bachelor of Science in Journalism - The University of Kansas, Lawrence, Kansas

- Focuses in magazine writing/production and photojournalism
- Photojournalism Intern, *Sun Newspapers*, Eden Prairie, Minn., 2004–2005

ADDITIONAL EXPERIENCE

On-Air Talent, Disc Jockey, Trivia Host and Show Producer

- Trivia Host - Loose Gravel Productions, Twin Cities, Minn., 2013–Present
- Disc Jockey - Lyon's Pub, Minneapolis, Minn., 2011–2012
- Disc Jockey and Producer - KJHK radio, Lawrence, Kan., 2001–2004

Teaching Volunteer, Photography

- Cedar-Riverside Community School, Minneapolis, Minn., 2009