

Patrick Dannenhoffer

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www.pdnydesign.com



Work Experience

External Relations Associate (PR), Academy of Mount St. Ursula 10/17/11 to present

Responsible for creating all traditional and new media marketing materials including: designing all internal and external school branded printed material; web designer/developer and CMS administrator for AMSU.ORG and AMSUNews.ORG; Google Analytics reporting; social media; email marketing; and event photography. Communicate with alumnae and the community through press releases, newspaper advertisements and bi-annual news magazine. Record, edit and submit HD video of OPEN HOUSE commercial to Cablevision. Responsible for evaluating all price quotes for school-wide computer peripherals, tablets, mobile and storage devices, and network/server upgrades.

Freelance/Contract Work

- Creative Circle – Gerson Lehrman Group – Feb 2012 – Present
Email Marketing, Front End Web Development, Landing Pages
- Creative Circle - McGraw-Hill – October 2011 – Present
Graphic, Email Marketing, Web Design, UI/UX, Front End Web Development
- Academy of Mount Saint Ursula – October 2011 – Present
Graphic/Webmaster
- Efro Staffing -- April – May 20th 2011
Web Graphic Designer for Print Advertisements and Microsites as well as Email Campaigns for the Barclay Bank
- The Creative Group – Feb 2011 - March 2011
Web Graphic Designer for Print Advertisements and Microsites as well as Email Campaigns for Sanova Works
- The Creative Group – Oct 2010 - Feb 2011
Web Designer for the U.S and Europe websites for Ambridge Partner

Senior Web Designer, Clear Channel Radio

January 2008 to July 2009, | New York, NY

Created trendy visual solutions, which communicated the needs of clients under tight deadlines. Created design solutions for clients such as Jet Blue, PC Richard and Son, MTV, Grammy Awards, NY Marathon, Latin Film Festival, Great Adventure and many more. Helped grow the User Experience for NY's Top Rated Arbitron Radio Stations in all formats. As Web Designer, my job function included web production tasks utilizing Clear Channels CMS as well as HTML, CSS coding and PHP editing. I'm privileged to have had an impact on NY, PA, and FL Clear Channel Radio Stations.

Web Designer, Master Foods/Horizon Staffing
August 2007 to November 2007 | Hackettstown, NJ

Contracted to redesign the MyDoveChocolate website for a four month period. Utilizing my artistic and technological skills, I helped deliver consistent branding and solid e-commerce solutions for MyDoveChocolate. Immediately after the launch of the redesign, conversion rate doubled.

Graphic Designer, Metro Business Partner
May 2004 to August 2007 | White Plains, NY

Designed and produced a full range of marketing and advertising solutions such as: Digital and Offset Prints, Logo Promotional Items, Silk-screened & Embroidered Clothing, Trade Show Exhibits & Graphics, Signs & Banners, Internet Advertising and E-Commerce.

Print Production Manager, P/NW BOCES
October 1996 to February 2003 | Yorktown Heights, NY

Managed a Graphic/Printing department for the Putnam and Northern Westchester BOCES School Districts. Our services included high-volume digital and offset printing, graphics, sign-making, wide format color printing as well as automated postal preparations. Some of the major functions as department manager included maintaining department budget, staff development and research on department software and equipment. I'm proud to have implemented various cost effective services, which now save the Putnam and Northern Westchester Schools tens of thousands of dollars annually.

Education

MS, Communication Studies,
College of New Rochelle, NY,
Graduated Cum Laude

BFA, Digital Media Arts,
Mercy College, NY,
Graduated Magna Cum Laude

Focus on Digital Media Design,
consumer design, game design,
data visualization, usability research
methods, 2d and 3d digital animation
and recording engineering.

Interests/Hobbies

Musician, Audio Visual Recording
Engineering and Photography

Design Tools

Adobe Creative Suite
Adobe Creative Cloud
UI-UX-skills

Web Development Email Marketing

Blackbaud
Concrete 5
Dreamweaver
Edline
Google Analytics
HTML/CSS
Litmus Flash
Swift 3D
Wordpress

Audio Engineering

Pro Tools

Platforms

MAC/PC

General Office

Microsoft Office

Clients

Ambridge Partners
Barclay Capital
Clear Channel Radio
GE Healthcare
Great Adventure
Jet Blue
Master Foods
Mars Direct
PC Richard and Son
Reuters
US Open-Golf

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