

William Ames

PO Box 845 • State College, PA 16804
bill@psu.edu • 814.865.6242

Professional Summary

Broad-based technical and creative professional with ability to communicate complex ideas to diverse audiences.

Core Competencies

- Digital Media
- Project Management
- Business Development
- Web Design
- SEO/SEM
- Content and Communications
- Marketing and Sales
- Cost Control

Professional Experience

William Ames Photography, State College, PA 1987-present
Owner, Photographer – amesphotos.com

- Leading photographer of Penn State campus in terms of licensed, online print sales
- Leveraged web site and traditional marketing strategies to develop successful business
- Develop a variety of marketing collateral, signage, ads, direct mail, etc.
- Gross sales of more than \$30,000 for FY 2013
- Manage client relationships, develop partnerships and grow business

Department of Engineering Science and Mechanics, University Park, PA 1998-present
IT Specialist, Level 4

- Multimedia support and training
- Train staff to develop marketing collateral (newsletters, direct mail) in print and digital media
- Consult on technological solutions to strategic goals and strategies
- Responsible for efficient daily operation of all IT and computing resources
- Manage vendor relationships
- Social media and Search Engine Marketing
- Adobe Creative Suite/Creative Cloud expert
- Document procedures, track inventory and ensure disaster recovery
- Consult on better practices, and emerging technologies
- Staff Awards for Citizenship/Diversity and Creativity/Innovation
- Awarded College of Engineering Peer Review of Exceptional Performance

Bachelor of Arts (English Literature) —The Pennsylvania State University

- Credits in Engineering, Creative Writing, Poetry, Accounting, Business Administration, Physics, Computer Science...more

Industry Training —Adobe, Microsoft and others

- Page layout, typography, color grading, electronic pre-press, graphic design, more - *Pagemaker, InDesign, InCopy*, others.
- Digital imaging, i.e. *Photoshop, Lightroom*

References and portfolio available upon request