

RONALD A. SHORT: CURRICULUM VITAE

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Summary

Significant experience in marketing, publishing and communications for education, government, nonprofit, healthcare and public corporations.

Accomplished art and editorial director, copywriter, graphic designer and illustrator with broad experience in publishing, advertising and public relations.

Record of success improving public awareness and sales by developing coordinated campaigns, clear messaging, thematic guidelines and branding to correct uncoordinated and poorly defined identities.

Fluent on Macintosh and PC platforms with advanced expertise in Adobe Creative Suite, Microsoft Office, electronic pre-press and current social media.

Professional Experience

Marketing Consultant / Editor / Designer / Illustrator / Photographer

May 2010–Present: Ron Short Studios, 2100 Calle de La Vuelta B201, Santa Fe, New Mexico 87505

Providing creative planning and art and editorial production—as well as writing, editing, graphic design and photography—for the advertising, publishing, education, government, nonprofit, healthcare and high-technology industries.

Services and products typically include: book, catalog and magazine editing, design and production; product and merchandise design; identity development and branding; advertising and sales literature (print and electronic); website development and design; exhibit and point-of-sales display and outdoor advertising.

Art Director / Editor / Production Manager

Oct. 2000–May 2010: Grand Canyon Association, 4 Tonto Street, Grand Canyon, AZ 86023

Directed creative, publishing and production services for a nonprofit publisher and the National Park Service—providing inhouse marketing, advertising, editorial, graphic design, illustration and photography to meet the educational and commercial publishing, public information, fundraising and retail operation needs of the nonprofit and the publishing, visitor information and exhibit needs of the national park.

Developed, edited, designed and produced a wide variety of publications, retail products, exhibits and communications—including: books, catalogs, magazines and newspapers; posters, games and merchandise; museum exhibits and informational and retail displays; recruitment and fund-raising advertising and literature; special event promotions; print and online advertising; direct-mail; and outdoor advertising.

As liaison to the National Park Service, designed and produced official park publications, including; domestic and foreign-language newspapers; visitor guides and displays; and promotional material for local, regional, and national audiences.

Conferred with authors, editors, educators and administrators. Coordinated freelance artists, designers, illustrators and photographers. Prepared and managed production schedules, budgets, competitive bids and vendor contracts for on- and off-shore printing and manufacturing. Established thematic-identity guidelines for the nonprofit and park service.

Creative Resource Director

Nov. 1992–Aug. 1997: Columbia HCA - Utah Division, 420 E. South Temple, Salt Lake City, Utah 84111

Established effective, economical and creative inhouse marketing and communications services for a statewide healthcare system of hospitals, clinics, physician practices and products. Provided services including creative, editorial, design, photography and contracting.

Wrote, edited, designed and produced advertising, publications and communications—including regional print advertising, media and press promotions, employer- and physician-relations materials, trade exhibits, newsletters, journals, annual reports, brochures, and direct mail.

Developed integrated marketing plans for various operations and facilities and established recognizable system-wide thematic identity. Conferred with administrators, physicians and sales staff to define strategic objectives and suitable marketing and communications products and solutions.

Significantly reduced costly outside agency fees (over \$250,000) by providing a full compliment of coordinated inhouse services, administering contracts and agencies relations and eliminating outdated practices. Maintained continuity of services and fiscal integrity during the sensitive administrative change of three corporate mergers.

Director of Publications

Jul. 1983–Jul. 1990: Eastern Washington University, Showalter Hall 301, Cheney, WA 99004

Directed university publishing and promotional operations to support student recruitment, alumni relations, fundraising, media and public relations. Supervised departments providing creative, editorial, design, photography, pre-press, on- and off-campus printing, campus-wide photocopying and outside contracting.

Developed, created and produced a variety of publications, promotions and advertising—including but not limited to: student recruitment viewbooks and direct mail; graduate and undergraduate catalogs, course announcements and student information; press packets and media guides; alumni magazines and newsletters; fund-raising campaign advertisements, literature and direct mail; books, journals, periodicals and newsletters; and print and outdoor advertising.

Chaired the university press—conferring with faculty authors and editors, administering budgets and schedules, and directing production of books, literary, cultural and scientific journals and periodicals. Directed the University News Bureau (interim). Chaired the student publications commission, and advised the student news bureau.

Advised administrators, faculty and staff regarding intent, feasibility, costs, scheduling and production logistics of publishing and marketing efforts. Established thematic identity guidelines to correct an uncoordinated institutional self image and improved credibility and effectiveness of services for the university community. Served on numerous university, civic and community organizations and a liaison to the State Printing Office in Olympia.

Additional Experience

Lead Designer: Computer Sciences Corporation - Government Health Services Division, Sacramento, CA. Supervised technical illustrators and graphic artists in the preparation of RFP's, proposals, newsletters, bulletins, MediCal forms and brochures, and slide/video tape presentations.

Graphic Artist / Photographer: California State Department of Parks and Recreation, Sacramento, CA. Designed and illustrated state park publications and displays. Prepared camera-ready art for multi-color brochures, folders and posters. Photographed park facilities for presentation and publication. Prepared visual aids for presentations and park exhibits.

Photographer: U.S. Army Corps of Engineers - Pacific Division, Sacramento, CA. Produced visual presentations printed materials, promotional, reference and documentary photographs for publications and visual presentation. Operated darkroom facilities.

Education and Scholastic Achievements

Master of Arts degree—Art Therapy: California State University, Sacramento

Bachelor of Arts degree—Fine Art: California State University, Sacramento

L'Accademia delle Belle Arti, Florence, Italy (Fine Art, Art History)

Associate of Arts degree—Art: American River College, Sacramento

Samples and Additional Information

Samples and information are available at <http://www.ronshortstudios.com/>