

MICHAEL MERCADANTE

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WEBSITE DESIGN * SEARCH ENGINE OPTIMIZATION * EMAIL NEWSLETTERS * ANALYTICS REPORTING * CMS ADMINISTRATION * SOCIAL MEDIA MARKETING * GRAPHIC DESIGN & LAYOUT * ILLUSTRATION * PHOTOGRAPHY * AUDIO/VIDEO PRODUCTION * COPY WRITING/EDITING * FLASH ANIMATION

PROFESSIONAL EXPERIENCE

CrackerHammer Productions (Quakertown, PA)

2006-Present *Freelance*

Multimedia content design, management and promotion services for clients including The Parkinson Council, Bucks County Auto Care, Cult Movies Magazine, Wonka Vision Magazine, MadeMan.Com, Malaria No More and others.

The Philadelphia Zoo (Philadelphia, PA)

2007-2009 *Manager, Online Communications*

Responsibilities included website content creation and editing (text, images, animations, audio/video), SEO/SEM, traffic analysis and reporting, email newsletters & mailing list maintenance, et cetera. Reported to Director of Communications, worked with various departments around Zoo (Education, Marketing, Animals, etc.). I increased site visitors to www.philadelphiazoo.org by 10% in my first year to more than 1 million annually for the first time; I increased page views by more than 1.5 million and earned Encyclopedia Britannica's "Web's Best Site" recognition for the first time.

ITT Technical Institute (King of Prussia, PA)

2007-2008 *Adjunct Professor, Multimedia Design*

Responsibilities included instructing weekly classes in website design and animation; taught software including Dreamweaver, Flash, Director, Photoshop, After Effects, Premiere and 3D Studio Max; developed interactive learning materials and hands-on teaching projects. Repeatedly rated as "Good" or "Excellent" in observation reports performed by the Department Chair.

TransAnalytics, LLC (Kulpsville, PA)

2001-2007 *Multimedia Specialist*

Responsibilities included development and maintenance of multimedia materials for clients such as AAA, PennDOT and NHTSA. I created novice driver and senior driver instructional media including videos, V.O. Narration and Flash animations; developed and maintained company-owned websites; developed project-specific multimedia deployments including in-car video recording systems; created documentation including user manuals and technical reports; provided field experiment staff supervision and post-project data entry and analysis. Co-authored a paper which won the AAAM's Scientific Paper of the Year Award in 2003. Several videos created for Safe Drive Technologies and AAA were nominated for Aurora and Telly Awards.

EDUCATION

TEMPLE UNIVERSITY

B.A. DEGREE, CUM LAUDE

American History with emphasis in Film And Race Studies

3.5 GPA, Dean's List

COLLEGE OF SANTA FE

Coursework in Moving Image Arts and Fine Art

4.0 GPA, President's Honor Roll

BUCKS COUNTY COMMUNITY COLLEGE

Coursework in Audio/Video Production, Acting and General Communications

3.5 GPA

AWARDS/RECOGNITION

ENCYCLOPEDIA BRITANNICA'S "WEB'S BEST SITES" AWARD

2003 AAAM SCIENTIFIC PAPER OF THE YEAR AWARD

1996 TELLY AWARD - DOCUMENTARY FILM

1992 EXPERIMENTAL PHOTOGRAPHY AWARD

MEMBER:

INTERNATIONAL ASSOCIATION OF WEBMASTERS

PHI ALPHA THETA HONOR SOCIETY