

Jason Hermansdorfer

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A **self-motivated**, ambitious young professional with an impressive **hands-on knowledge base** developed from out-of-the-classroom experiences with real clients. Recognized as a **gifted writer** and **skilled leader** with a knack for creating innovative objectives. **Empowers** others to do their best work by demonstrating a relentless drive to complete the task at hand.

Experience

Managed The Riverside Worship Project [2004 - present]

- Coordinated three summers of touring, two studio albums and six years worth of events all around the country
- From 2007 - 2010 the band averaged over 120 events each year in 9 different states
- Managed the business relationships with over 100 church leaders, camp directors, radio station managers and other relevant business contacts
- Administered the expenditures and investments of \$30,000
- Kept the inventory for over 900 shirts and 4,000 CD's

Coordinated Radius Summer Mission Camps [2009]

- Organized housing, meals and lodging for 100 campers and staff at Radius Camp Auburn, AL.

Founded Through New Eyes Creative Marketing [2009 - present]

- Through New Eyes is an image development/ maintenance company that works with small businesses, non-profits and bands
- Managed a four sided PR campaign for The Riverside Worship Project targeted toward Christian summer camps, radio stations, publications and record labels.
 - Included: writing press releases, pitch letters and FAQ sheets, designing a promotional page, coordinating interviews, creating a DVD, managing relationships with business contacts, researching and developing potential contacts

Assisted in the management of the Auburn Family [2010]

- Wrote weekly feature stories and created corresponding videos for Auburn University's social networking website that received the Silver Award for New Media from the Service Industry Advertising Awards

Education

Bachelor of Public Relations with a Spanish minor

Auburn University, Auburn Ala. - Graduated with a GPA of 3.65 - Expected May 2011

Skills

- Proficient with: Adobe Photoshop, Adobe Dreamweaver, Adobe InDesign, and the Microsoft Office suite
- Experience managing social media accounts: Gmail, Myspace, Facebook, YouTube, Wordpress Blog, LinkedIn, Twitter
- Published feature writer with The Corner News, a weekly entertainment publication in the Auburn-Opelika area
- Capable of shooting, editing and producing videos using Final Cut Express video production software