

# **JOE BAUER**

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- Project-lead experience with magazines, brochures, mailers, sales collateral, press releases, news, advertising, promotions, displays, audio, video and web.
- Start-to-finish creative and production.
- Comprehensive approach to research, concept, writing and images.

## **PROFESSIONAL HISTORY**

Joe Bauer Creative Services, Iowa City, Iowa 2000-present

### **MULTIMEDIA FREELANCE**

Write, design and produce printed materials, web, audio and video.

Consult on brand strategy. / Design logos. / Provide voiceover audio.

Bankers Advertising, Iowa City, Iowa 2002-2009

### **ART EDITOR**

Managed art department workflow. / Created vector and raster artwork for printed products and web.

Improved turnaround times from an average of two weeks to one day. / Archived art and fonts.

Worked with all levels of source material and all types of printing and imprinting process.

McLeodUSA, Cedar Rapids, Iowa 1995-2000

### **COMMUNICATIONS MANAGER**

Oversaw creative and production of advertising, customer materials and internal communications.

Planned, wrote and designed ads, collateral, press releases and mailers. / Originated internal newspaper.

Wrote and produced industrial videos, TV commercials and radio ads. / Designed billing forms.

Wrote marketing material in 30 million phone books. / Ghost-wrote speeches.

The Gazette, Cedar Rapids, Iowa 1994-1995

### **INTERACTIVE MEDIA EDITOR**

Originated website for regional daily newspaper. / Created and coded first 3 months of web content.

Adapted news and sports content for online media. / Wrote computer code to automate news posts.

Suggested successful initiatives while serving on committee to attract younger readers.

Managed electronic bulletin board. / Wrote and voiced content for Cityline news-by-phone system.

### **COPY EDITOR**

Rewrote and edited news and feature story content. / Designed pages. / Proofed pages.

Wrote headlines and captions in a fast-paced daily newspaper deadline environment.

## **Century Design, Austin, Texas 1991-1994**

### ***LEAD EDITOR***

Managed editing of hardcopy and HTML software manuals for IBM AIX Version 4 operating system.  
Coordinated style and content issues with IBM and a staff of editors and writers.  
Updated copy styles to address emerging issues in the product and industry. / Trained editors and writers.  
Prepared unbranded AIX documentation for Apple developers working on what was to become MacOS X.

### ***TECHNICAL WRITER***

Wrote hardcopy and interactive software manuals for IBM AIX Version 3.  
Worked with IBM software developers to write for all user levels.  
Wrote fully linked HTML manuals before the emergence of the Web.

## **Publications and Communications Inc., Austin, Texas 1989-1991**

### ***EDITOR***

Planned and oversaw content of Unisys World, an independent, vendor-specific trade journal.  
Coordinated articles with international writing team. / Redesigned publication.  
Promoted product at trade shows and conventions. / Wrote news and feature stories.  
Wrote manual of copy style. / Edited and designed AT&T Dataline, an AT&T customer magazine.

### ***WRITER***

Researched and wrote articles for computer trade journals including The Sun Observer and HP Chronicle.  
Produced graphics and photography for publication.

## **The Monitor, McAllen, Texas 1986-1989**

### ***ASSISTANT NEWS EDITOR***

Planned and laid out news and feature sections for daily newspaper / Rewrote copy, wrote headlines.  
Chose graphics and photos. / Created graphics. / Shot photographs / Proofread sections.  
Edited front news section for Saturday publication. / Oversaw annual seven-section winter tourist edition.

### ***REPORTER***

Wrote county and court news. / Shot photographs. / Created graphics.  
Planned and wrote packaged news features. / Conducted judicial-performance surveys for publication.

## **EDUCATION AND TRAINING**

Bachelor of Fine Arts, The University of Iowa  
Engineering coursework, Purdue University  
“Successful Corporate Branding” seminar, American Management Association  
“Seven Habits” seminar, Covey Leadership Center  
Management training, McLeodUSA  
Voiceover training, Voicetrax SF and Pat Fraley