

## **Design, marketing and editorial support for print & web.**

**Motivated, dynamic, culturally-aware** multi-tasker with broad editorial, design and new media experience and superior communication skills. Solid background in web and news producing for network television. Detail-oriented; cutting-edge graphics sensibilities. Pro-active collaborator, strong inter-personal / relationship-building skills and cooperative attitude. Demonstrated initiative and result-oriented problem solving ability. Work effectively under deadlines with minimal supervision.

Advanced proficiency in Photoshop, Illustrator, Dreamweaver; working knowledge of HTML, CSS and other tools used to build and update web presence. Active social networker capable of juggling several outlets simultaneously. Detail-oriented, deadline-savvy. Familiarity with blogging and Web 2.0 functionalities.

## **essentials**

I approach each project with the ability to distill information into a clear, compelling message; dedication to the integrity of the project; and a robust curiosity and determination to find fresh solutions. These strengths have provided the foundation for my work with a wide variety of clients, and lent a consistent theme of professionalism and achievement to every project.

### • **creative communicator**

Working in a fast-paced television news environment honed my communication skills: get it first, get it right. Whatever needs doing, I get done, making sure all deadlines are met and goals are realized. I work well with colleagues and enjoy dynamic interaction within a team, but am equally motivated when working independently.

### • **diversity of experience**

From web design to print graphics, television news to political campaigns, working in management or administering nonprofits, my diverse background puts an extensive skill set at my fingertips and smooths the path when tackling new projects. I'm adept at quickly learning new software, and thrive on new technologies and creative solutions.

### • **project ownership**

As an independent business owner I've seen numerous projects through from start to finish for a variety of clients; additionally I've spearheaded updates and original web design implementations for nonprofits and for-profit companies alike. I fully understand and appreciate the value of demographics and the concept of viral marketing and driving the idea home to a targeted audience.

## **computer skills**

- **adobe creative suite**
  - photoshop
  - illustrator
  - indesign
- **adobe acrobat**
- **dreamweaver**
- **flash**
- **fireworks**
- **quark xpress**
- **microsoft office**
- **avid inews**
- **wsi truview**

## **education**

**University of California  
at Berkeley,**  
B.A. English

**Academy of  
Entertainment Technology,**  
Santa Monica, CA  
New Media

sab1



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**susan adams black**

spinner28 Desktop Arts

Los Angeles, CA

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## professional history

### **Web Producer/Video Research Specialist, KTTV/KCOP**

2007 – 2009

- Produce live web traffic broadcast using realtime map graphics
- Research, screen and acquire video clips for producers and reporters, two nightly newscasts
- Produce weather graphics; teleprompter; iNews

### **Marketing & Design, spinner28 Desktop Arts**

1985 – 2009

- Web site development and new media marketing strategies
- Design and art direction, identity development, project management
- Messaging strategies, editorial and content production

### **Director, Creative Services, The Pearlman Group**

1994 – 1997

- Manage full-service production dept. for strategic "cause" marketing/pr consultant
- Winner, 1996 PPro Awards: First Place, For-Profit External Publication

### **Managing Editor, SEARCH Alliance**

1993 – 1994

- Research, edit and produce monthly newsletter for non-profit AIDS research organization

### **Director, Marketing & Design, Xiphias Multimedia Inc.**

1985 – 1993

- Conceptualize and develop interface, manage editorial content for educational CD-ROM titles

## spinner28 clients (partial list)

- Macerich Co.  
(Santa Monica Place/Westside Pavilion)
- Benevolent Vision
- Political Scientists
- Military Women in Need
- USC Annenberg School of Journalism
- UCLA David Geffen School of Medicine
- Montchevre, Inc.

#### **Book Design**

*Informatica*, Random House

#### **Author/Illustrator**

*The Totally Awesome Val Guide*, Price Stern Sloan  
*Crash In The Wilderness*, Raintree

## community involvement

Community and Events Organizer, Barrington Dog Park

## interests, in no particular order

news, music, arts, traditional and new media, politics, humor, popular culture  
dogs, horses, & most other quadrupeds, swimming, cooking, social networking,

references available upon request

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