

RONALD A. SHORT: CURRICULUM VITAE

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Summary

Significant experience in marketing, publishing and communications for higher education, government, nonprofits, healthcare and business.

Accomplished creative and editorial director, production manager, editor, copywriter, graphic designer, illustrator and photographer with diverse experience in publishing, marketing and public relations.

Record of success improving public awareness and sales by developing integrated and cost effective campaigns, clear messaging, thematic branding and award winning products and services.

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

Professional Experience

Publications Editor

Aug. 2012 – Present: New Mexico Department of Game and Fish, Information and Education Division, One Wildlife Way, Santa Fe, NM 87507

Develop, research, write, edit, design and produce a wide variety of print and online publications, advertising, government-relations information and internal and external communications to meet the informational, educational, promotional, legislative and operational needs of the agency.

Coordinate and manage production of major publications and campaigns with national and statewide distributions of over 1.5 million, including rules and regulations and promotional and educational materials for hunting, fishing and outdoor recreation. Confer with administrators, educators, scientists, wildlife managers and law enforcement personnel to ensure accurate, informative, timely and economical production and distribution (print and online).

Establish and maintain editorial standards and graphic identity to integrate statewide messaging and branding and improve public awareness and understanding of stewardship efforts, public service programs, operational issues and laws and regulations. Print- and e-publications and products include annual reports, legislative overviews, rules and information catalogs, journals and reports, informational and educational literature, K-12 lesson plans, print and outdoor advertising, site, facility and fleet signage, exhibits and displays, and presentations for public events and webcasts.

Marketing Consultant / Editor / Designer / Photographer

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

Provided creative planning, production management, editorial, design and photographic services for the nonprofit, government, education, healthcare, publishing, tourism and high-technology industries.

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

Art Director / 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. Provided inhouse marketing, advertising, editorial, graphic design, illustration and photography to meet the educational and commercial publishing, public information, recruitment, fundraising and retail needs of the nonprofit and the promotional, publishing, visitor information and exhibit needs of the national park.

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

As liaison to the National Park Service, edited, designed and produced official park publications, including domestic and foreign-language newspapers, visitor guides and displays, and promotional material for local, regional, national and international 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, UT 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, sponsorship events and 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 integrate marketing and communications efforts 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 statewide. 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, prepress, 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 improve 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.

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

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