

print and Web design  
typography | editing  
social media outreach

ERICA SCHULTZ  
YAKOVETZ

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## WHAT I CAN DO FOR YOU

Work magic with your website. Make your publications and other visual collateral stand out beautifully. Craft a whole new brand identity for you, then implement it. Write engaging copy, or polish yours 'til it shines. Talk shop to your printing vendor and your computer guy. Bump up your Facebook Likes. Organize your marketing plan. Make over your PowerPoint presentation... then deliver it with flair to a crowded room. Clean up your database. Scan your photos. Un-jam your copier. Answer your phone—and do it all with a smile.

## TECHNICAL SKILLS

*Desktop-based*  
(Windows 10/Mac OSX)

*Print:* Adobe Creative Cloud (InDesign, Photoshop, Acrobat, Illustrator), Microsoft Office (Word, Excel, PowerPoint, Publisher), QuarkXPress, LaTeX. *Web production:* HTML/CSS, Dreamweaver, some JavaScript/jQuery. *Video:* Windows MovieMaker, AVS Video Editor. *Database:* Senior Systems, Blackbaud/Raiser's Edge, FileMaker Pro.

*Cloud-based*

Constant Contact, WordPress, Joomla, Google Docs, Facebook, Twitter, YouTube, FTP utilities. Specialize in the Sailthru platform for email design and management.

## PUBLISHING/COMMUNICATIONS EXPERIENCE

Nov. 2014–present

**Graphic/Web Designer, DirectBuy, Merrillville, IN.**

Print and web design for international home furnishings retailer. Email design/production in HTML/CSS and Photoshop, specializing in coding mobile-responsive emails for the Sailthru platform. Website content production and management including copywriting, HTML coding, and graphics, for both public-facing lead-generation site and members-only e-commerce site. Print work in Adobe Creative Cloud Suite (InDesign, Photoshop, Illustrator, Acrobat) for quarterly 120-page full-color print catalog, including page production, prepress review and file prep. Reinforced consistency of branding and visual identity across print and electronic media.

Nov. 2011–April 2014

**Webmaster/Marketing & New Media Associate, Ramaz School, New York, NY.**

Managed electronic communications for private religious day school serving 1,100 students in grades Nursery–12. Implemented new branding guidelines to update visual identity across electronic and print media schoolwide. Built and launched new school website in partnership with external vendor (Finalsite) while maintaining existing site on in-house server. Broadened social media channels (Facebook, Twitter, YouTube, Foursquare, Instagram, Vimeo), and added new online services (Phanfare, e-commerce). Worked closely with Admissions, Development, Alumni Relations, and academic departments on website development, print collateral, and signage.

May 2008–Sept. 2011

**Director of Communications, Maimonides School, Brookline, MA.**

Oversaw all print and electronic communications for private religious day school serving 550 students in grades K–12. Wrote, designed and produced materials for a variety of internal and external constituencies. Created weekly Constant Contact email newsletter for each school division to enhance parent communication program. Worked closely with Admissions, Development, Alumni Relations, and academic administration on marketing, publications, signage, and other print collateral. Reinforced consistency of branding and visual identity. Maintained school website; created social media channels (Facebook, Twitter, YouTube) and online photo gallery (Phanfare). Event planning and support for 2–3 school events per year.

Mar. 2007–May 2008

**Freelance book production, Design by Erica Schultz, Somerville, MA.**

Typeset books, covers, catalogs, and other print materials for a variety of regional clients.

Sept. 2005–Mar. 2007

**Senior Production Editor, A K Peters, Ltd., Wellesley, MA.**

Supervised two-person production department of small academic publisher. Managed in-house composition and print production of approx. 25 titles per year. Designed book text, covers, print ads and catalogs in Adobe InDesign (PC) and LaTeX. Coordinated estimating and manufacturing of new titles and reprints. Produced e-book versions of new and backlist titles. Maintained electronic file archives of all published materials.

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Jan. 1999–Sept. 2005

**Electronic Publishing Coordinator, The MIT Press**, Cambridge, MA.

Typeset approx. 25 new books per year for prominent academic publisher, in Quark and PageMaker (Mac). Managed author-supplied electronic files for book production. Maintained electronic archives of all published materials.

May 1994–Dec. 1998

**Production Coordinator, Brookline Books/Lumen Editions**, Cambridge, MA.

Designed and produced approx. 15 books per year for small specialty publisher. Typeset and copyedited book interiors, coordinated estimating and manufacturing process with vendors, and reviewed final proofs. Designed, wrote copy, and ordered film output for book covers (2–4 colors) and display ads, flyers, and catalogs (1–2 colors).

## VOLUNTEER EXPERIENCE

2013–2014

**30s & 40s Program Co-Chair, Town & Village Synagogue**, New York, NY.

Spearheaded new program of social events to appeal to an underserved demographic in a prominent Conservative synagogue in Manhattan's East Village. Compiled email lists of synagogue members and non-members, designed graphics and wrote engaging copy for all promotional messages, and launched a group Facebook page.

2011–2014

**Program Designer/Marketing Graphics Coordinator, Blue Hill Troupe**, New York, NY.

Designed and produced 140-page program booklet, show-specific graphics, and 90th-anniversary collateral for New York City's only musical theater charity performance troupe.

2005–2011

**Administrative positions, Honorable Menschen**, Cambridge, MA.

Served 12-member *cappella* singing group continuously as webmaster plus variously as treasurer, president, and music director. Designed group logo and created all graphics and promotional materials for 2008 debut CD release, *By the River*.

1998–2011

**20s & 30s Programming Chair, Temple Beth Shalom**, Cambridge, MA.

Planned and executed up to 24 social events a year for the thriving young adult community of a historic Cambridge synagogue. Maintained electronic mailing list and dedicated microsite with online calendar; wrote publicity copy for all events, composed and sent email newsletters 2–4 times a month, and created flyers and graphics as needed.

## TRADE EXPERIENCE

Aug. 1991–May 1995

**Special Order Manager/Trade Book Buyer, Barnes & Noble #703**, Brandeis University.

Responsible for purchasing, receiving, merchandising, and returns for over 300 sq. feet of inventory in 22 subject categories for a prominent college bookstore.

## EDUCATION/HONORS

2006

**Juror, 2006 New England Book Show** (Bookbuilders of Boston).

2003

**"Exceptional Contribution" employee award**, The MIT Press.

1997

**Northeastern University**, Boston, Massachusetts.

Coursework in graphic design (University College).

1993

**Brandeis University**, Waltham, Massachusetts.

B.A. *summa cum laude* with high departmental honors in English and American Literature. National Merit Scholarship; Justice Louis D. Brandeis Scholarship. Phi Beta Kappa. Dean's List. GPA: 3.845.

1988

National Council of Teachers of English Achievement Award in Writing.

Fluent in French; knowledge of German, Italian, and classical and modern Hebrew.