

ROSMAYOU

Brett C Vermilyea

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ROSMAYOU.COM

Communications Manager

At Binghamton University, which is regularly called "The premier public university in the Northeast" (*Fiske Guide To Colleges*), I am not only the communications manager of Harpur College (the university's largest school), I am also the advancement writer for the Binghamton University Foundation and the Alumni Office. In addition, I regularly work with Communications and Marketing, writing stories for its magazine, newspaper and website. It's many hats to wear, but they are responsibilities I have sought out as I want the fullest understanding of the university's operations I can have, which allows me to do my job better. Oh, and I'm also the university's second photographer.

Experience

Binghamton University..... November 2008 – Present
607.777.2174 • PO Box 6000 • Binghamton • NY • 13902

Harpur College Communications Manager / Binghamton University Foundation Advancement Writer

- Generate story ideas** for the magazine, newspaper, website, foundation and donor newsletter.
- Discuss communication needs** during regularly meetings with Harpur College Dean Donald G. Nieman.
- Research and write stories** about faculty, students, research, programs, donors and anything else pertaining to the school.
- Distribute stories** to on-campus and off-campus media.
- Build and maintain web pages** for Harpur College, including its Harpur News page, which I conceptualized and instigated. Before I started working with Harpur, it didn't have a news site, which didn't make sense as it is Binghamton University's largest school. It was the first thing I changed.
- Project manage** Harpur College's 60th Anniversary web roll out, which features 10 perspectives a week for 6 weeks. These 60 perspectives are a mix of video featuring faculty, alumni and students, slide shows of archival photos with voice overs, writings, music and messages from every dean the school has had.
I also oversaw the writing, design and printing of 13 individual unit brochures for *Bold.Brilliant.Binghamton. The Campaign for Binghamton University*, the foundation's new comprehensive gifts campaign. The project required working with the deans, directors or vice presidents in every school unit to refine text, photo selection and overall presentation.
- Write letters** for donor stewardship — updates on scholarships, status reports on capital projects, thank yous of all kinds — and foundation solicitation.
- Meet with representatives from every school unit** to define communication needs **and write copy** for brochures, newsletters and fact sheets for every campus constituent that uses the publication department's services.
- Write Vice President communications** — speeches, mission statements, letters, thank yous — for V.P. of External Affairs.
- Design** posters, brochures, letterheads, fact sheets, cards, etc. for a variety of constituents on campus. (Design is not a regular part of my job, but as I worked as an art and production director, I am able to pick up emergency design jobs as they come up, usually about four times a month.)

Photograph

Take photos, candid and posed, of faculty, students, events and buildings for a variety of media — magazine, newspaper, website, posters, brochures, etc.

By the Numbers *Assignments completed during this academic year (September 1, 2009 to May 31, 2010).*

- 32** profiles **22** appeals **21** case statements **36** design jobs **36** photo assignments
- 39** letters, including a division response to athletics (worked with PR director to incorporate talking points), invitations, notifications of awards, thank yous
- 32** stories for magazine, web, annual report and various schools
- 4** speeches, including the External Affairs Vice President's remarks to the University Council
- 61** writing assignments for brochures, fact sheets, impact statements, handbooks, ads, posters, web text, trivia games, and a host of other media

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Managing Editor

VillageCare Today (formerly New Horizons) is a quarterly glossy magazine published by VillageCare, a non-profit caregiver treating people living with AIDS and seniors. The magazine serves VillageCare clients and donors by publishing stories of general interest as well as stories about VillageCare itself.

Experience

VillageCare Today January 2006 – Present

212.337.5769 • 154 Christopher St. • New York • NY • 10014

Edit Quarterly Glossy Magazine

Generate story ideas and packages to appeal to people living with AIDS and seniors.

Work with Editor in Chief to establish story list for each issue.

Hire freelancers to write stories.

Work with writers to shape stories.

Write stories, copy, headlines, etc.

Proofread and edit pages.

Stay up-to-date on issues concerning people living with AIDS and seniors.

Submit invoices for writers' pay.

Design Quarterly Magazine

Design editorial pages.

Decide story order and where ads are placed.

Publisher supplies no guidance as to how pages should look and changes almost nothing after design; so it's my responsibility to envision and execute look of magazine.

Manipulate photos to printer's four-color specifications.

Liaison with printer to ensure quality printing.

Transfer pdfs to printer.

Examine printer proofs for any problems — color, resolution, heads, etc. — and give final okay.

Photograph

Create images as needed by contacting subjects and setting up photoshoots.

Art & Production Director

As Art and Production Director producing four publications per week and a monthly magazine, I have become incredibly efficient in all aspects of design and production. Within a year of taking over Community Media's Art and Production Department in 2002, I reduced its hours by more than 50 percent. When I left company the Publisher said I was the best Art and Production Director he had ever had.

Experience

Community Media, LLC June 2002 – April 2008

(Gay City News, The Villager, Downtown Express, Chelsea Now, ThriveNYC)

212.229.1890 • 487 Greenwich Street • New York • NY • 10013

Control All Functions of Art and Production Department

My single most important strength that made me successful in this job was my **ability to communicate** simultaneously with numerous editors and ad reps to create attractive editorial pages and advertisements on tight deadlines.

My second most important strength was my **ability to keep a cool head** and sense of humor to when the pressures of deadline intensified and the occasional monkey wrench was thrown into the system; this ability to remain level headed and find quick solutions was greatly valued by colleagues.

Created a system for ad flow that had to include a range of information — publication date, how it was created, where to be published, etc. — and had to be easily understood to a constantly changing ad staff while also meeting the needs of art department; when I started with the company, each publication essentially had it's own art director and independent system. I streamlined the all the publications and house material into one system.

Created archival systems for ad accounts tracking all ads that ever ran as well as all collateral material for those ads and for editorial tracking every page created and every photo run.

Performed preflight on submitted ads to make sure they met printing specs. When they didn't, I had to rework to our specs, sometimes that included a mere color conversion to CMYK, sometimes a full rework.

Selected, color-corrected and manipulated images for publication.

Stayed up-to-date in latest technology and upgraded programs and computers as needed.

Initiated and oversaw the company's transition from PC to Mac and, later, transition from QuarkXpress to InDesign.

Manage Art Department Personnel

Interviewed and hired designers as needed, terminated when necessary.

Resolved conflicts that involved in any way personnel in my department; this usually meant sitting down with the conflicting parties and resolving issue — but it sometimes included other heads of department — then notifying the Publisher and Human Resources of the resolution.

Set schedules for employees to fit the needs of the department and company.

Conducted yearly reviews to evaluate an individual's progress.

Liaison to Printers

As Production Director, I was the **point person** for the two companies that printed our publications; these companies had my cell and home numbers, and I was **available to them 24/7** to answer any questions that arose.

Sent in configuration reports for all publications.

Responsible for giving pages a final proof then transferred pdf's and confirmed their receipt.

Anticipated special needs of publications — such as an unusual color run or print date — and communicated with printers to ensure company's needs were met (sometimes this communication required some pleading and cajoling, if not downright browbeating).

Communicated to printer any quality-control issues, such as off color, off registration, ink smudging, pages too dark or light, etc.

Over my six years at Community Media, we changed printers three times, each one having unique needs and protocol, and it was my job to communicate with the printer to **make sure each transition was seamless** for the company.

Photograph

Solely responsible for creating images in ThriveNYC, a monthly magazine, which required setting up contacting subjects and setting up photoshoots; picked up general news and feature assignments for all publications.

Photojournalist/Designer

Originally hiring me as a photojournalist intern, the company offered me a design position at the end of the internship and paid me an extra weekly stipend to be it's third, on-call photographer. When the company started its third magazine, I split my time half designing pages and ads, half photographing the magazine. The Litchfield County Times has 50 employees and its weekly publication has repeatedly won the national Missouri School of Journalism's General Excellence Award for it's category.

Experience

Litchfield County Times..... July 1997 – Oct. 2001

(Litchfield County Times, LCT Fairfield County Times, Westchester County Times)

860.355.4121 • 65 Bank Street • New Milford • CT • 06776

Design Editorial Pages, Advertisements

Work with editors and ad reps to create attractive designs on deadlines.

Designed special advertising sections.

Selected, scanned, manipulated images for publication.

Selected front-page photo.

Liaison to Printer

Point person for any communication between company and printer concerning quality control.

Sat in on pressrun to quality control pages.

Delivered finished pages to printer.

Photograph

Solely responsible for images in Westchester County Times monthly magazine. These assignments were generally portraits, architecture, real estate, restaurants, antique shops and formal gardens.

Covered news, feature and sports assignments for all publications.

Found own assignments to fill feature holes.

Started as a four-month photojournalist intern, which shared assignments equally with it's two staff photographers. Intern was extended two months, at the end of which I was hired as a designer. The company dismantled its freelance budget and redirected it to me as a weekly stipend to cover all assignments not covered by staff photographers and when they went on vacations.

Journalism and Art

While journalism was my degree, I also pursued art photography as a minor because I have always been interested in the visual as well as the written. The combination of the two disciplines gives me a strong communications foundation.

Education

Minnesota State University June 1997

800.722.0544 • Minnesota State University • Mankato • MN • 56001

Bachelor of Arts

MAJOR: MASS COMMUNICATION Journalism

MINORS: ART Photography • ENGLISH Creative Writing

EXPERIENCE: Arts and Entertainment Editor, The Reporter

New York Press Association

The following is a list of awards my work for Community Media won.

Awards

New York Press Association 2006-07 Better Newspaper Contest

(Two months after confirming delivery with the Post Office, the editor of Downtown Express found that the it had delivered the submissions for his newspaper to the wrong address. At least 40 percent of my submissions were lost for this year.)

BEST SPECIAL SECTION(ADVERTISING)	First
BEST SPECIAL SECTION COVER	First, Third
BEST LARGE SPACE AD	First
BEST COLOR AD	First
BEST SMALL SPACE AD	Second
BEST HOUSE AD	Third
BEST CIRCULATION PROMOTION	Third

New York Press Association 2005-06 Better Newspaper Contest

BEST SPECIAL SECTION(ADVERTISING)	First
BEST PROGRESS REPORT	First
BEST ADVERTISING CAMPAIGN	First
BEST LARGE SPACE AD	First, Second
PHOTOGRAPHIC EXCELLENCE	Second (Villager), Third (Downtown Express)
BEST MULTI-ADVERTISER PAGES	Second, Third
BEST HOUSE AD	Second
OVERALL DESIGN EXCELLENCE	Third
BEST USE OF COLOR	Third
BEST SMALL SPACE AD	Third
BEST SPECIAL SECTION	Third

New York Press Association 2004-05 Better Newspaper Contest

CLASSIFIED SECTION	First
BEST SPECIAL SECTION COVER	First, Second, Third
BEST SMALL SPACE AD	First, Second
BEST HOUSE AD	Second
BEST SPECIAL SECTION	Second
PHOTOGRAPHIC EXCELLENCE	Third
ADVERTISING EXCELLENCE	Third
BEST SPECIAL SECTION(ADVERTISING)	Third

New York Press Association 2003-04 Better Newspaper Contest

BEST SPECIAL SECTION COVER	First
BEST LARGE-SPACE AD	First
BEST SMALL SPACE AD	First, Third
BEST SPECIAL SECTION	Second
OVERALL DESIGN EXCELLENCE	Third
PHOTOGRAPHIC EXCELLENCE	Third
ADVERTISING EXCELLENCE	Third
BEST COLOR AD	Third

Websites

Portfolio

Harpur College

<http://www2.binghamton.edu/harpur/news/index.html>

(Conceptualized and built out News site. Soon I am adding a rotating feature of faculty research projects.)

<http://www2.binghamton.edu/harpur/news/harpur-fellows/index.html>

(I also took the photos.)

<http://www2.binghamton.edu/harpur/news/poetry-children/index.html>

(I also took the photos.)

Faculty Profiles

<http://www2.binghamton.edu/features/faculty/emerson.html>

<http://www2.binghamton.edu/features/faculty/karp.html>

Student Profiles

<http://www2.binghamton.edu/news/inside/news.html?issue=2010may13&id=9>

(I also took the photo.)

<http://www2.binghamton.edu/news/inside/news.html?issue=2010may13&id=8>

(I also took the photo.)

Donor Profiles

<http://www2.binghamton.edu/giving/news-events/tucker.html>

<http://www2.binghamton.edu/giving/news-events/goodman.html>

Chair Messages

<http://www2.binghamton.edu/giving/about-giving/message.html>

<http://www2.binghamton.edu/giving/about-the-foundation/message-from-chair.html>

Magazine

http://www2.binghamton.edu/magazine/index.php/site/articles2/seniors_make_gift_count1/

(I also took the photo.)

Newsletter

http://www2.binghamton.edu/som/pdf/SOM_reaching_higher_Feb10.pdf

Misc.

<http://www2.binghamton.edu/giving/making-a-gift/priorities/student-affairs/index.html> (and the following four pages: Mission, Vision, Support

<http://www2.binghamton.edu/giving/making-a-gift/campaign-faq.html>

<http://www2.binghamton.edu/memorial-courtyard/courtyard-history.html>

VillageCare Today

<http://www.villagecare.org/news/villagecaretoday/>

Photography and Design

<http://rosmayou.com/>

Pdfs of Brochures

<http://rosmayou.com/writing.html>