



# Caleb Custer

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## Employment

### 2010-present

Brooklyn, NY

#### Design Brooklyn

Strategist

Provide project management for web development and marketing campaigns

Design information architecture and wireframes

Develop and oversee social media campaigns

Create and implement SEO content strategies for client sites and blogs

### 2007-2010

New York, NY

#### Cedar Lake Contemporary Ballet

Director of Marketing

Developed and executed strategic marketing campaigns

Created new audience development initiatives

Produced interactive web video series for 63,000 viewers yearly

Designed company marketing and press materials

### 2005-2007

Tallahassee, FL

#### Fine Arts Ticket Office

Box Office Manager

Managed ticketing operations for multiple organizations using a computerized ticketing system including online sales with revenue of approximately \$1 million annually

## Computer skills

### Software:

Photoshop CS4

InDesign CS4

Illustrator CS4

Final Cut Studio 3

Filemaker Pro 10

Choice Ticketing

Patron's Edge

Coda

QuickBooks

Mac OS 10.6

After effects CS3

### Languages:

CSS3

XHTML 1.1

HTML5

Basic Javascript

(jQuery, MooTools)

php

(WordPress, Modx)

## Education

### MFA, Theatre Management

Florida State University

Summa Cum Laude

### BBA, Business Administration

Campbell University

Magna Cum Laude

## Free Lance & Other Employment

Consulting services for:

- Web, Print and Identity Design
- Marketing
- Video Production
- Fundraising

Clients include:

Waltie Wolfruber & Company

Tennille Lambert/The Ugly Company

The Flying Mammoth

Jill Stigman/Thinkdance

Florida State University

Adjunct Instructor

Digital Media Design, 2008

American Dance Festival

Assistant Box Office Manager

2007 Season