



## JORDAN EWERT

Jordan Ewert is a photographer and educator.

Since 2011 Ewert has worked in the field of technology and the classroom, finding the most efficient ways to solve problems with classroom management. Some of his past roles have been photographer, videographer, Macintosh repair specialist, website specialist, and educator to students and adults alike.

In 2016 he worked with Wayne-Westland Community Schools (WWCSD) as a "Technology Integration Specialist" where he led dozens of workshops for teachers, secretaries, and building administrators in Google Suite and their respective applications.

In 2017 he served as an editorial instructor for the Art Institutes University teaching classes in editorial photography. Prior to this teaching position, Ewert transitioned into the role of "Website Administrator & Multimedia Specialist" for WWCSD and eliminated bottlenecks in communication while simultaneously implementing more effective strategies for social media and parent involvement.

In 2019 Ewert accepted the position of "Website Administrator & Social Media Coordinator" at University of Detroit Mercy to better understand social media. Between Aug. 2019 and June 2020 he increased overall Facebook engagement to over 230% with a total reach increase of 300%

### CONTACT

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(507) 219-7398

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[Jordanewert85@gmail.com](mailto:Jordanewert85@gmail.com)

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[visualnoises.com](http://visualnoises.com)

### SOCIAL

**LinkedIn**  
[jordanewert](http://jordanewert)

**Facebook**  
[visualnoises](http://visualnoises)

**Instagram**  
[jordanewert](http://jordanewert)

# CURRICULUM VITAE

## EDUCATION

**EASTERN MICHIGAN UNIVERSITY** / Ypsilanti, MI ..... 2016  
*- Master of Fine Arts in Photography*

**UNIVERSITY OF WISCONSIN - STOUT** / Menomonie, WI..... 2010  
*- Bachelor of Fine Arts with a concentration in Painting*

## TEACHING EXPERIENCE

**ART INSTITUTE OF MICHIGAN** / Novi, MI..... 2017-18  
*- Adjunct Professor, Editorial Photography*

**EASTERN MICHIGAN UNIVERSITY** / Ypsilanti, MI ..... 2015-16  
*- Provided a series of Tech Talks to students and faculty*

**UNIVERSITY OF WISCONSIN - STOUT** / Menomonie, WI..... 2010  
*- Provided a series of workshops in media-related technology to faculty*

## SKILLS (IN YEARS OF EXPERIENCE)

### BUSINESS MANAGEMENT

- Running a photography business (Jordan Ewert Photography) ..... 11
- Managing invoices, estimates, receipts, etc ..... 9
- Working with talent, assistants, and release forms ..... 5

### PHOTOGRAPHY / VIDEO / DESIGN SOFTWARE

- Adobe Photoshop: Digital retouching ..... 10
- Adobe Lightroom: Digital catalog management / camera raw ..... 8
- Adobe Illustrator: Creating logos and graphics ..... 6
- Adobe Premiere: Editing video and exporting file types for clients ..... 5
- Adobe InDesign: Creating magazine layouts ..... 5

### WEB APPLICATIONS

- Wordpress: Setting up & managing websites for clients ..... 6
- Google Apps for Education: Docs, Sheets, Slides, Forms, and Sites ..... 5
- Search Engine Optimization ..... 3
- Automated social media sharing ..... 3
- Email newsletter management ..... 2
- Google Admin: Managing domain groups/permissions ..... 2
- Google Analytics: Client reports, managing filters, tracking, etc ..... 2
- Visme & Infogram: Creating infographics with data ..... 2

My resume & curriculum vitae can also be viewed on [visualnoises.com/resume](http://visualnoises.com/resume)

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## WORK EXPERIENCE

### UNIVERSITY OF DETROIT MERCY . . . . . Aug. 2019 - Current

- *Website Administrator & Social Media Coordinator / Detroit, MI*

- Maintained the College of Liberal Arts & Education (CLAE) website for the University. Cleaned up pages for better readability, navigation, and mobile responsiveness. CLAE spans a total of 14 separate departments. Updated and maintained catalog pages for all department majors and minors.
- Managed social media for CLAE using Associated Press (AP) style language and formatting at all times. Built graphics for department flyers campus. Photographed major university events when related to CLAE. Between Aug. 2019 and June 2020 he increased overall Facebook engagement to over 230% with a total reach increase of 300%
- Worked directly with department chairs to better reach out to students for social media purposes. Wrote synopsis for events that were being promoted or to highlight events that already took place. Photographed and recorded video as well as edited video for college events, such as Visit Days, which take place multiple times a year.

### WAYNE-WESTLAND COMMUNITY SCHOOLS. . . . . June 2016 - Present

- *Website Administrator & Technology Integration Specialist / Westland, MI*

- Updated Wayne-Westland Community School District website for a much improved user experience on smartphone devices. Featured news sections, social media feeds, and video promotions. Implemented landing pages with forms/ email capture that pushed automated notifications to specific faculty. These methods improved our public relations and response rate, as well as going from zero email subscribers to over 150 in fewer than 6 months.
- Created infographics and video overviews that were presented in public meetings and District website that played a key part in helping us pass a \$158 million dollar bond proposal for Wayne-Westland Community Schools. Maintained staff directory and email groups for over 1,000 employees using Google Admin tools. Managing these custom groups saved hundreds of hours from each building principal when communicating with faculty. Primary district photographer responsible for images used online and in print marketing campaigns. Images used went out to 10,000+ parents each year and were used in our district-wide communication meetings.
- Worked with communications team publishing content on social media on a regular basis using automated scheduling software for Facebook, Instagram, and Twitter. Created social media feeds for our 20 schools and trained staff from each school on best practices for publishing to social media. Ran Google Analytics reports alongside digital marketing campaigns such as e-blasts and monthly newsletters to track hit and response rates.
- Provided personal support for five elementary schools, five principals, and 60+ teachers with technology tools such as Google Apps for Education (GAPE), Microsoft Office, and Smartboard Tools. Assisted teachers across the entire district (20 schools) with support for technology implementation with the purpose of improving how to use effective technology in the classroom (SAMR model of learning). Led workshops on Gmail and Google Drive efficiency
- Set up video conferences for teachers, created and managed our districts educational technology website ( <http://edtech.wwcisd.net> ), and created dozens of tutorials involving beginner and advanced GAPE, Gmail, and the Google Suite. Created and maintained a District "Tech Tip Friday" every week to our 1,200 + staff & Faculty for 17 consecutive weeks.

### ART INSTITUTE OF MICHIGAN . . . . . August 2017 - June 2018

- *Editorial Photography Professor / Novi, MI*

- Created Curriculum for students in the field of editorial photography, spanning across multiple hands-on projects. Invited professional local photographers to speak to class and answer questions about working professionally.
- Led classroom critiques and research driven activities involving narrowing down a target audience for students professional work careers.
- Introduced business terminology and practical applications for real-world applications such as estimate sheets, invoices, and best practices for photo/video organization.

**EASTERN MICHIGAN UNIVERSITY** ..... June 2014 - June 2016

- *Graduate Assistant / Ypsilanti, MI*

- Monitored students in lab and set up the darkroom, mixed chemicals for all photography students.
- Assisted digital photography students using Adobe Photoshop for advanced editing & Adobe Lightroom for database management and export techniques. Provided objective feedback for new students in regard to exposure and contrast for their test sheets.
- Created and printed posters around the lab, such as instructions on how to expose film and put away materials when done. These posters replaced previous versions and went into much more detail to help students get a handle on the processes of mixing chemicals and exposing their film correctly.
- Managed all lab assistants and provided tasks for each member to complete on their assigned shift.

**WESTWOOD COMMUNITY SCHOOLS** ..... August 2011 - June 2016

- *Computer Technician / Inkster, MI*

- Provided support for software on Macintosh computers such as updates to software and security protocols.
- Cleaned and repaired basic computer hardware for iMacs.
- Administrator for school district websites (updates, news, links, etc) as well as complete redesign of school websites for the entire district using Wordpress.
- Administrator for FirstClass, the program used to delegate projects, emails, and attendance.
- Account management for Verizon aircard support (activating and deactivating student access).
- Created and organized spreadsheets for computers we had in stock using Google Sheets.

**STUDIO CASWELL** ..... March 2009 - February 2011

- *Photography Assistant / Minneapolis, MN*

- Set up and put away cords, lighting equipment, cameras, lenses, and other equipment.
- Assembled seamless backgrounds on C-stands and placed lighting equipment in place.
- Managed lighting via lighting meter on-location and in studio.
- Cleaned and organized studio space at 1414 (150,000 cubic square feet).

**UNIVERSITY OF WISCONSIN-STOUT** ..... September 2008 - September 2010

- *Photographer & Multimedia Assistant / Menomonie, WI*

- Set up studio lighting and organized space for various 2D & 3D student projects.
- Photographed 2D & 3D student work for the Art & Design department at UW-Stout.
- Retouched images for student showcases (i.e. industrial design portfolios).

**GAMES PEOPLE PLAY** ..... May 2007 - August 2008

- *Graphic Designer / Menomonie, WI*

- Chief graphic designer for logos, posters, and banners for clients
- Modified Adobe Illustrator files for silk-screening process.

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## EMPLOYMENT ADDRESSES & INFORMATION

### WEB ADMINISTRATOR & MULTIMEDIA SPECIALIST

**Wayne-Westland Community Schools** ..... June 2016 to present

Main Contact ..... Jenny Johnson

*36745 Marquette, Westland MI 48185*

*(734) 419-2000*

### ADJUNCT PROFESSOR - EDITORIAL PHOTOGRAPHY

**Art Institutes** ..... August 2017 (sub) / January - June 2018 (adjunct)

Main Contact ..... Kyle Kramer

*28175 Cabot Drive*

*Novi, MI 48377*

*(800) 479-0087*

### GRADUATE ASSISTANT

**Eastern Michigan University** ..... June 2014 - June 2016

Main Contact ..... Jason DeMarte

*900 Oakwood Street*

*Ypsilanti, MI 48197*

*(734) 487-1849*

### MACINTOSH COMPUTER TECHNICIAN

**Wayne-Westland Community Schools** ..... August 2011 - June 2016

Main Contact ..... Hilliard Hampton

*25824 Michigan Avenue*

*Inkster, MI 48141*

*(313) 565-0288*

### PHOTOGRAPHY ASSISTANT

**Studio Caswell** ..... March 2009 - February 2011

Main Contact ..... Karin Martinson

*1414 Marshall Street NW*

*Minneapolis, MN 55413*

*(612) 965-9000*

### PHOTOGRAPHY & MULTIMEDIA ASSISTANT

**University of Wisconsin - Stout** ..... September 2008 - September 2010

Main Contact ..... William Wikrent

*712 South Broadway Street*

*Menomonie, WI 54751*

*(715) 232-1122*

### GRAPHIC DESIGNER

**Games People Play** ..... May 2007 to August 2008

Main Contact ..... Lance Pogones

*701 18th Avenue Northwest*

*Austin, MN 55912-1850*

*(507) 433-7593*

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# PUBLICATIONS

## MAGAZINES / ALBUMS / COMMERCIALS

- The Light at the End of the Tunnel (Album) ..... 2019  
*Created album artwork for the progressive rock band "Light at the End of the Tunnel" from multiple composite photography sources with digital painting overlays and effects.*
- Smoke Signals Magazine ..... 2013-17  
*Published 45 monthly newsletter magazine for the Historic Indian Village Association (HIVA) in Detroit, MI*
- Your Town Magazine ..... 2016-17  
*Published three quarterly newsletter magazines for the community of Lathrup Village, MI*
- Westwood Community School District..... 2016  
*Shot and edited commercial advertising the seven K-12 schools in the city of Dearborn, MI and Inkster, MI with key highlights of what they provide to the surrounding community.*
- Detroit Live Magazine ..... 2013  
*Exclusive photography and written article published for the 2012 Detroit Music Award Ceremony*
- Serrated Records ..... 2009  
*Created album artwork for the band Now Until the Hour*

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## AWARDS / FEATURES

- Tangerine Dream Concert** ..... 2016  
*Featured clips of "Detroit Through Brick Wall" as part of video backdrop behind stage at the Schwingungen Festival (Windeck, Germany) with five other international artists.*
- NEAT Magazine** ..... 2014  
*Featured 10 conceptual images relating to themes in Summer and Fall Issues.*
- Photographyserved.com** (part of Behance.net) ..... 2013  
*Featured on front page of for the image series "Commercialism will be the New Symbol of Status While Hollywood Lies Dead."*
- Foliograph.com**..... 2012  
*Featured artist for their "outstanding overall image series" catalogue for my image series "Commercialism will be the New Symbol of Status While Hollywood Lies Dead."*
- University of Wisconsin-Stout**..... 2010  
*48 hour film festival - Won 1st place for short comedy "Slippery Slope."*
- Photographer's Forum Book** (Best Photography of 2010) ..... 2010  
*Image "Drowning in Oxygen" published as Honorable Mention (top 8%) for the Photographer's Forum Magazine.*

Photolaureates.org ..... 2009  
*Featured the image "A Complex Paradox" in category "Best Photography of 2009."*

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## EXHIBITIONS

### GROUP EXHIBITIONS

**Manifest Gallery / Cincinnati, OH** ..... 2016  
*"Figments of Variety No2" selected as part of 10th annual showcase featuring juried selections of graduate student work across unites states.*

**Eastern Michigan University / Ypsilanti, MI** ..... 2015  
*Graduate showcase featuring video work of digitally painted motion-based narratives.*

**Eastern Michigan University / Ypsilanti, MI** ..... 2014  
*Graduate showcase featuring the film "Distribution," which demonstrated wealth distribution of Detroit from the perspective inside houses, driving around downtown, and flying on a plane above the city.*

**UW-Stout Student Gallery / Menomonie, WI** ..... 2010  
*Senior Show Thesis Exhibition for the series "Even Nostalgia Isn't as Good as it Used to be" which showcased digital painting and photographic hybrid artworks of teenagers and young adults composited in expansive environments.*

### SOLO EXHIBITIONS

**Eastern Michigan University / Ypsilanti, MI** ..... 2016  
• Graduate Thesis show "Parallels" featuring 12 large format matte prints of four photo series and two video installations.

**Acoustic Cafe / Menomonie, WI** ..... 2009  
*Showcasing of photography from 2008-2009 for one month.*

**Seoul Salon / St. Paul, MN** ..... 2009  
*Drawings and portrait photography featured for one month.*

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