

Luke Herr

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Abbott Nutrition - Associate Program Manager

- Responsive Content Development - Created standards to provide needed content to retailers
- Content Management - Managed product catalogues using Salsify, Magento, and more

Scotts-Miracle-Gro - Digital Content Specialist

- Consumer Information - Provided information to retailers including Lowes, Home Depot, Walmart, and Amazon
- Content Management - Managed product catalogues using Salsify, Magento, and more
- Asset Management - Validated image and video quality across retailers and system

Fine Citizens - Content Manager

- Content Management - Utilized Sitefinity CSS and HTML, CSS and Java
- Asset Management - Cataloged and created reference guides for asset deployment
- Client Relations - Established rapport with clients to ensure proper delivery of assets
- Projects included American Municipal Power, Columbus Zoo and Ohio Dominican University

Personal Freelance:

Web Solutions

Worked with clients to provide personalized web solutions and plans including web sites, web plans and more

Project Management

Personally created projects Exiled, MultiversalQ, RPG Pals Club, and have worked and managed several crowdfunding projects

Graphic Design

Created logos, fliers, designs and more for clients

Proficiencies & Training:

- Adobe Suite: Photoshop, Illustrator, Dreamweaver
- Coding: HTML, CSS, XHTML, MySQL, Wordpress, and JavaScript
- Microsoft: Word, PowerPoint, Excel and Google equivalents
- Additional: Gather Content, JIRA,

Education:

- 2008 - 2011 Bachelor of Science, - Web Design and Interactive Media, Art Institute of Pittsburgh, Pittsburgh PA
- 2006-2008 Career Technical Certificate with a Graphic Design Focus, Miami Valley Career and Technology Center, Englewood, Ohio

Affiliations, Activities, & Awards:

- Hosts and edits MultiversalQ, Exiled, RPG Pals Club, and other podcasts
- Volunteers with Comics Crossroads Columbus