

# **Steve Hodges**

## **Electronic Communications Manager, IUPUI Communications and Marketing**

### **1. HIGHER EDUCATION EXPERIENCE**

- a. Indiana University-Purdue University Indianapolis (IUPUI), Indianapolis, Indiana. IUPUI ranks among the 25 largest universities in the U.S. and is the third largest university campus in Indiana. It was founded as a partnership by Indiana University and Purdue University.
  - 1. 2005-Present, Electronic Communications Manager
  - 2. 2004-2005, Electronic Visual Coordinator

### **2. INDUSTRY EXPERIENCE**

- a. Genesis Marketing Group, marketing and marketing communications; Greenwood, Indiana; 1999 - 2004; Sales Representative
- b. Marsh Supermarkets, web development; Indianapolis, Indiana, 1996-1997; Information Technology Intern

### **3. EDUCATION BACKGROUND**

- a. Bachelor of Science in Media Arts and Sciences, School of Informatics, Indiana University, Indianapolis, Indiana, 2004.
- b. Certificate in Applied Computer Science, School of Science, Purdue University, Indianapolis, Indiana, 2004.

### **4. AWARDS AND HONORS**

- a. 2008, Bronze Medal, CASE International Circle of Excellence Awards Program, Complete Institutional Web Site category, IUPUI Campus Website
- b. 2008, Gold Award, Admissions Marketing Report 23<sup>rd</sup> Annual Admissions Advertising Awards, IUPUI Campus Website
- c. 2008, Bronze Award, Admissions Marketing Report 23<sup>rd</sup> Annual Admissions Advertising Awards, "The Spot" podcast
- d. 2008, Merit Award, Admissions Marketing Report 23<sup>rd</sup> Annual Admissions Advertising Awards, "Health & Life Sciences" podcast
- e. 2007, Silver Medal, CASE International Circle of Excellence Awards Program, Complete Institutional Web Site category, IUPUI Campus Website
- f. 2007, Gold Award, Admissions Marketing Report 22<sup>nd</sup> Annual Admissions Advertising Awards, IUPUI Campus Website
- g. 2007, Silver Medal, Pride of CASE V 2007 Awards, Best Institutional Website, IUPUI Campus Website

- h. 2007, Bronze Medal, Pride of CASE V 2007 Awards, Best Website, Individual Page or Section, IUPUI Winter 2007 Website
- i. 2006, Award of Merit, Admissions Marketing Report 21<sup>st</sup> Annual Advertising Awards, Virtual Tour, IUPUI
- j. 2006, IUPUI Staff Make a Difference, IUPUI Staff Council

## 5. CREATIVE ENDEAVOR, RESEARCH AND SCHOLARSHIP

- a. Published work
  - 1. 2008, produced video program which played prior to the 2008 IUPUI Commencement Ceremonies
  - 2. 2008, produced *TRIP Showcase* video which played at 2008 TRIP Showcase event
  - 3. 2008, 2008 IUPUI Chancellor's Report to the Community slideshow
  - 4. 2007, produced IUPUI YouTube Portal
  - 5. 2007, produced significantly upgraded IUPUI Campus Website, including flash authoring and graphic design, recognized in the 2008 CASE International Circle of Excellence awards (Bronze) and 2008 Admissions Advertising Awards (Gold)
  - 6. 2007, produced website for the Indiana University School of Public and Environmental Affairs at IUPUI, including data-driven news website, graphic design, and consulting.
  - 7. 2007, produced visual design and graphics package for JagTV, an IUPUI campus digital communications network which includes distribution on digital signage and cable television.
  - 8. 2007, produced web design for the "Quality of Life" initiative, a civic engagement project managed by IUPUI for the Marion County Health Department.
  - 9. 2007, produced website for Indiana University STEM Initiative.
  - 10. 2007, produced and directed *Our IUPUI*, a 30-minute broadcast quality video program which played at the 2007 IUPUI Commencement Ceremony. The program was also broadcast on the IUPUI website via a custom created flash video player.
  - 11. 2007, developed and produced website to accompany *IUPUI Magazine*, a publication sent to over 100,000 alumni of the IUPUI campus, recognized in the 2007 Pride of CASE V Awards (Bronze)
  - 12. 2007, developed concept and creatives and served as executive producer and director for IUPUI's The Spot weekly video news program, recognized in the 2008 Admissions Advertising Awards (Bronze)
  - 13. 2006, produced, designed, and implemented new IUPUI campus website, including information architecture, interface design, graphic design and flash authoring.

- Recognized in the 2007 CASE International Circle of Excellence awards (Silver), 2007 Admissions Advertising Awards (Gold), and 2007 Pride of CASE V Awards (Silver)
14. 2006, developed concepts and produced all creatives for 2006 IUPUI Jaguars basketball campaign, including logo, schedule poster, t-shirts, and other creatives
  15. 2006, produced, directed and edited “Hometown Heroes” television commercial for IUPUI Jaguars basketball
  16. 2006, produced communications campaign for IUPUI Weeks of Welcome, utilized on campus webpages and JagTV
  17. 2006, developed concept and creatives for “JagTV” campus cable channel
  18. 2006, developed and produced IUPUI “Pride, Spirit & Tradition” website and communications campaign
  19. 2006, developed and produced first website for *IUPUI Magazine*
  20. 2006, produced 40-minute video to play prior to IUPUI Commencement
  21. 2006, produced “IUPUIQ” video and accompanying print piece for Undergraduate Orientation (IUPUI)
  22. 2005, produced, directed and edited “Bodyrock” video for IUPUI Jaguars Athletics Basketball Tip-off Luncheon
  23. 2005, developed and produced schedule posters for IUPUI Jaguars basketball season
  24. 2005, produced IUPUI Chancellor Bantz “Welcome Back” video
  25. 2005, produced and developed “IUPUI Events Website,” a data-driven web application
  26. 2005, produced flash presentation for “Art in the Trees,” an exhibit by the Herron School of Art and Design (IUPUI)
  27. 2005, produced “Oh Yeah” video promoting IUPUI Jaguars Volleyball
  28. 2005, produced website for IUPUI Center for Service and Learning
  29. 2005, art directed and produced website for IUPUI “JagDays”
  30. 2005, produced and maintained website documenting campus response to Hurricane Katrina
  31. 2005, produced and maintained website documenting campus response to Asian Tsunami
  32. 2004, produced “IUPUI Virtual Tour,” flash and data-driven web application, recognized by the 21<sup>st</sup> Annual Admissions Advertising Awards as a Merit Winner in the category of Internet/Website
  33. 2004, managed and produced IUPUI campus website redesign

34. 2004, produced television commercial for UBERCON gaming convention (New Jersey). Played on New York City area cable networks
35. 2004, produced event program and signage for UBERCON gaming convention (New Jersey)
36. 2003, produced event program and signage for UBERCON gaming convention (New Jersey)
37. 2002, produced event program and signage for UBERCON gaming convention (New Jersey)
38. 2002, produced website for UBERCON gaming convention (New Jersey)
39. 2000, produced website for DRG Marketing Group (Florence, Kentucky)
40. 2000, produced website for Middleby Cooking Systems Group (Elgin, Illinois)
41. 2002, produced website for Southbend Cooking Systems (Fuquay-Varina, North Carolina)
42. 1996, produced website for Genesis Marketing Group (Greenwood, Indiana)
43. 1997, produced website for North American subsidiary of Rational Cooking Systems (Landsburg, Germany)
44. 1995, produced first website for Marsh Supermarkets, Inc. (Indianapolis, Indiana)

## **6. HIGHER EDUCATION ACHIEVEMENTS**

### **a. Management**

1. Supervised staff at IUPUI including Webmaster, four Web Specialists, video editor, and student staff.
2. Managed external vendors including photographers, printers and video producers for IUPUI marketing activities.
3. Managed \$150,000 campus renovation to install digital signage across the IUPUI campus. The project included extensive work with university architects, evaluating and testing video distribution systems, and development of content to display on the digital signage. (2007)
4. Directed video production crew for live and taped events and performances.

### **b. Marketing Activities**

1. Developed new communications channels for IUPUI, including:
  - a. IUPUI Hot Spot, a graphical announcement on the IUPUI Homepage. Produced and managed all graphics utilized from 2004 – 2007 (approx. 2 per week)

- b. JagTV, a campus cable channel which includes campus news, event announcements, athletics updates. Spearheaded effort to install video monitors in public spaces across campus to display JagTV content.
  - c. IUPUI Events Website and E-mail Newsletter, a system which allows data exchange between a campus events calendar database and other systems, including departmental websites and JagTV.
  - d. *IUPUI's The Spot*, a weekly news program which communicates information about campus news and events to target audiences. Distributed via websites, podcasts, campus television systems, and digital signage.
2. Spearheaded IUPUI Pride, Spirit and Tradition website to educate students, faculty, staff, and the community about the university's history and traditions.
  3. Developed IUPUI Athletics 2006 Basketball marketing concepts, "Feel the Power, Bring the Passion"
- c. Reputation management
    1. Developed IUPUI campus web policy to unify the web experience across campus
    2. Assisted numerous campus units with website consultation and conformity with campus branding initiatives.
    3. Coordinated several workshops to educate campus staff about topics including Communications & Marketing resources and web standards.

## **7. EXTENSION, SERVICE AND UNIVERSITY OUTREACH ACTIVITIES**

- a. Presentations
  1. 2008, Surviving the New Media Whirlwind, ICASE Conference, Muncie, IN
  2. 2007, Surviving the New Media Whirlwind, 33rd Annual CASE District V Conference, Chicago, IL
  3. 2007, Strategic Communications at IUPUI, Indiana University External Relations Conference, Bloomington, IN
- b. University Outreach
  1. 2007, produced web design for the "Quality of Life" initiative, a civic engagement project managed by the Polis Center at IUPUI for the Marion County (IN) Health Department.