

CHARLES BALDWIN

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Torrance, CA 90505

SKILLS

Project Management • Digital & Print Production • Vendor Management •
Multimedia Production • Design • Writing • Editing • Social Media Marketing •
Strategic Communication • Adobe Creative Cloud • Photography

PROFESSIONAL EXPERIENCE

Independent Contractor

Los Angeles, CA, 1/14-present

- Managed web design, user experience (UX) design and usability projects for regional clients.
 - Design, development and ongoing maintenance of NovoYoga.com and CyclopathsBikes.com.
 - Created affiliate marketing website, TwistedBezel.com, using WordPress. Managed AdSense, Google Ads and social media channels.
 - Built an e-commerce website to support an art and engraving project.
- Collaborated with the CEO of Float Design to manage special projects: internal and external operations and production, content strategy, UX/usability, design, writing, editing and social media.
- Copy-edited and wrote articles for The Georgetown, a biweekly newspaper based in Washington, DC.

Digital Assets Manager

Sierra Club, Washington, DC, 5/13-12/13

Accepted position in order to transfer from San Francisco to the Washington, DC area.

- Cataloged digital photography, video and audio assets for the Communications Department using pre-existing DAM software, while researching and preparing for a future system.

Associate Director of Operations and Production

Sierra Club, San Francisco, CA, 6/07-5/13

Directed special projects for the Communications Department and the greater Sierra Club, while continuing to perform duties of Production Manager of Sierra, the award-winning national magazine.

- Oversaw annual operations budgets over \$1.2 million.
- Managed vendors, including printer, prepress, paper supply, distribution and handled circulation audits.
- Negotiated vendor contracts. Responsible for QA/QC and invoicing.
- Twice saved over \$500,000 in early contract negotiations.
- Led the magazine's transition to digital.
- Project manager for Sierra Sportsmen social networking website, including development, content, marketing and launch.
- Oversaw the Sierra Club's Canvass Program, the Club's nationwide door-to-door conservation outreach and membership acquisition program.
- Produced the Best Internship on Earth program for Sierra Club Productions (film and video department). Managed videographer, strategic marketing promotions, public relations campaigns, gear selection, logistics and webpages.
- Acted as online community manager for the Sierra Club social networks and managed the Trails website photography contest.

Production Manager

Sierra Club, San Francisco, CA, 1/05-6/07

Managed the production and operations of Sierra, the award-winning magazine of the Sierra Club, with a print circulation of 675,000.

- Identified and implemented efficiency and cost-savings measures for production workflows and resources.
- Developed production schedules (editorial, advertising, prepress, printing, postal delivery and newsstand distribution).
- Trafficked photographs and illustrations through prepress for color correction and publication.
- Troubleshoot design team's Mac systems for IT department.
- Contributed articles, blog posts and photography to the magazine and Sierra Club websites.

Production Manager

Worldwise, Inc., San Rafael, CA, 10/03-11/04

- Oversaw production and design of books division, from layout to distribution channels.
- Managed supply chain, including printers, packaging, display and fulfillment.
- Delivered costs, options and specifications matrices to executive sales team.

Assistant Production Manager

Independent Newspaper Group, Burlingame, CA, 7/01-9/03

- Oversaw front page design, layout, pagination and troubleshooting for The Independent, made up of 12 regional twice-weekly newspapers.
- Managed team of designers and production artists for optimum creativity and efficiency.
- Modernized and streamlined the workflow.

Manager of Information Technology

StudioMoon, San Francisco, CA, 6/00-7/01

- Responsible for systems, network, software, hardware, troubleshooting and backup for the identity design company. Oversaw expansion and move of data and voice networks during office relocation.
- Acting production manager.

EDUCATION

Bachelor of Arts, University of Virginia, Charlottesville, VA

Major in Studio Art, Concentration in Photography

Eagle Scout, Boy Scouts of America