

C. A. LONG, MFA

“I work across disciplines to push technology forward and generate helpful digital experiences for everyday people.”



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New York City, NY



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EDUCATION

MASTER OF FINE ARTS (MFA)

**THE SCHOOL OF THE ART
INSTITUTE OF CHICAGO**
Printmedia

BACHELOR OF BUSINESS ADMIN.

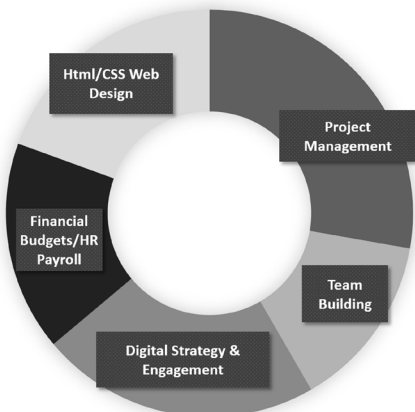
**HAWORTH COLLEGE OF BUSINESS,
WESTERN MICHIGAN UNIVERSITY**
Advertising and Promotion

TECH TOOLS/SKILLS



Salesforce CRM: Conga Merge, Drip Campaigns, TaskRay
Adobe Creative Cloud: Dreamweaver, Photoshop, InDesign, Illustrator
Kaltura Media Management
Final Cut Pro, Pro Tools
HTML5+ CSS Coding
Microsoft Office Suite
Drupal CMS
Canvas LMS
Wordpress CMS
Expert in Mac and Windows OS

LEADERSHIP



PROFESSIONAL EXPERIENCE

JAN. 2014 - Present

**ASSOCIATE DIRECTOR OF ONLINE INITIATIVES & COMMUNICATION
COLUMBIA UNIVERSITY, BUSINESS SCHOOL EXEC ED** | NEW YORK CITY, NY

Digital Strategist for Online Learning Products. Lead Product Development & Marketing, Visual Design, Technology and External/Internal Communications. Products feature MBA faculty covering Corporate Entrepreneurship, Creative Strategy & Product Innovation for web/mobile.

- Html + CSS Visual Design, Media Asset Mgmt.
- Video/Audio Filming & Editing (Webinars, Podcasts and Lectures)
- HR Recruitment & Training of Online Support Staff
- Salesforce CRM Mgmt. of Microsites, Email Campaigns & Print Materials
- Financial Account Management & Quarterly Budgeting

APR. 2013 - JUN. 2017

**DIGITAL MARKETING CONSULTANT (Remote)
COMMUNITY HOME HEALTH CARE** | INDIANA

Indpt. Contractor leading social media strategy and web site development. Reviewed sales data, market trends, forecasts and relays customer service requests.

JUL. 2013 - DEC. 2013

**ADJUNCT FACULTY
COLLEGE FOR CREATIVE STUDIES** | MICHIGAN

Designed and instructed a range of curriculum for courses in digital illustration, printmedia and studio art through the Pre-College & Continuing Studies Department and the Community Arts Partnership.

JUN. 2009 - DEC. 2015

**VISUAL DESIGNER
INDEPENDENT CONTRACTOR** | MICHIGAN

Web design, html coding and marketing materials for Print and Digital. Clients: The New Amsterdam Symphony, Pioneer Works, The BACC Cultural Center, Flint Public Arts Fest, 2nd Floor Rear Fest Chicago.

OCT. 2010 - DEC. 2013

**CURATOR, DIGITAL PUBLIC ART
PUBLIC OPINION PROJECTS** | ILLINOIS

An international public art collective. Commissions: Grand Rapids Art Prize 2013, Detroit Design Fest 2013, and the Chicago 24hr Arts Fest 2012.

EXEC ED / INDUSTRY EVENTS

UCLA, Anderson School of Mgmt. California
UNICON Team Development Conference. December, 2016

Stanford University, Innovation and Entrepreneurship
"Creating Demand: Using Traditional, Social and Viral Marketing". Online. May, 2015

Blavity Empowerer Conference
Women in Technology, NYC, 2016

LGBTQ+ Women Who Tech Summit
Technology Conference, NYC, 2017
Technology Conference, NYC, 2016

Columbia Business School, Exec Ed Courses
"Persuasion." May, 2015
"Strategic Intuition." June, 2014
"Working Across Organizational Boundaries." March, 2014
"Organizational Strategy." February, 2014