Jared Shapiro

647-867-4448 • www.linkedin.com/in/jared-shapiro-37110761

Toronto, Ontario, M4R 1C9 • JaredShapiro@Email.com

CORE COMPETENCIES

- Adobe Creative Suites (InDesign, Photoshop, Illustrator, InCopy)
- Code Languages (HTML, CSS, Calibre, Sigil)
- Both PC & Apple OS
- Project Management
- Staff Training & Development
- Team Leadership
- Company / Location Launching & Liquidating Procedures
- Administrative Proficiency

- Metadata Upkeep
- Editorial (Substantive & Line Editing)
- FTP & Uploading Software (FileZilla, CoreSource)
- Collaborative Applications (Kami, Asana)
- Health & Safety
- Microsoft Office Suites (Word Documents, Excel Spreadsheets, Outlook Mail, Powerpoint Presentations)

EXPERIENCE

ILLUSTRATOR, TYPESETTER, & DIGITAL PUBLISHER - FREELANCE

SEP 2014 - CURRENT

Chizine Publications, Quattro Books, Wolsak & Wynn, Humber Writing Centre, Ad Astra Science Fiction Convention, Talk + Tell, Other Individual Clients

- While adhering to individual clients' house style guides, I create clean-looking, but eye-catching novels from authors' manuscripts
- I've improved layout turnaround times by 30% by developing better systems and standards, as well as creating templates that adhere to industry best practices
- When preparing for ebook & digital publishing, I use proper metadata & tagging for conversion to digital formats such as epub, Amazon's mobi files, and standard PDFs
- Website development and maintenance, using Wordpress, Wix, and other platforms
- I provide pamphlets, online banners & media, entry badges, company logos and letterheads, and other paraphernalia created for publishers' needs
- Through continual education, I aim to keep up with modern trends and practices
  (See JaredShapiro.ca for my working portfolio, and other relevant information)

TECHNICAL CONSULTANT - ADOBE SUITES / DEPARTMENT EFFICIENCY

FEB 2019 - CURRENT

Run Straight Consulting

- Performed a SWOT analysis on the client, as well as other methods of measuring efficiency, workflow, and success in order to determine a baseline in which improvements can be made
- Offered specific options and solutions to better efficiency with a goal of 50% in the Design and Print Department, specifically regarding product manual creation and adaptation
- Focusing on InDesign and InCopy, I developed a Proof of Concept by creating a mock template within a mock server. I produced documentation on theoretical workflows, from product conception to print
- Offered further services including teaching, creating the true product template, and developing proper database hierarchies and nomenclature

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MANAGEMENT

Oct 2015 – Nov 2018

Milestones Restaurants, Craft Beer Market

- Took ownership of store launch procedures, including purchasing equipment with budget restrictions, developing new standards and best practices, and researching and overseeing the installation of security systems
- Instituted deep training seminars using in-house exercises, techniques, scenarios, and team-building exercises. Ongoing employee development to increase efficiency and promote better service standards and techniques
- Mitigated guest issues through positive problem solving, and ensuring they left happy
- Managing associates in an extremely fast-paced atmosphere, & maintaining a pleasant work environment for associates in stressful situations
- Versatility was an asset while trouble shooting any problem scenarios that arose
- Floor Management, being responsible for over 50 employees, and 500 guests
- Lead health / safety meetings, and arranged mock inspections meant to bring the company up to 100% competency and compliance
- During a store liquidation, I was part of a 2-person effort to head up system deconstruction, finalizing bills and automated deliveries, maintaining high staff morale in the face of closure, finalizing inventory, and transferring products & equipment to other locations. I created innovative methods of boosting morale using very limited budget restrictions

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EDUCATION

HUMBER COLLEGE, LAKESHORE CAMPUS

MAY 2014 – AUG 2014

Creative Book Publishing Post Graduate Diploma (Honours)

- Specialization in 3 of the 4 fields: *Agenting*, *Editorial*, and *Advanced Design Technology*. Audited the *Advanced Marketing Specialization*
- Special focus: Advanced Layout & Design, creating print book and ebook projects using InDesign, Photoshop, Illustrator, and other graphic design programs
- Created a successful, unique publishing company from the ground up, accounting for all aspects of running a business

COMPETENCIES: Book Interior Layout & Design using InDesign • Cover Art using Photoshop • eBook creation through Calibre / Sigil / XHTML / CSS • P&L Sheets • Cash Flow • Contracts • Reader's Reports • SWOT & PEST Analysis • Pitching

UNIVERSITY OF TORONTO, ST. GEORGE CAMPUS

SEP 2007 – APR 2011

Bachelor of Arts & Science, Double Major: English, and Psychology (Honours)

- Interpreting how psychology and language is used in today's world for the purposes of marketing and advertising, influence, and forming dynamic social structures
- Psychology Association tutor, event planner, coordinator – Mentored 10 first-year psychology students

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COMPETENCIES: Proposal & Report Summary • APA and MLA Style Essay Writing • Psychological Case Studies • Research • Critical Thinking • Creative Writing

CENTENNIAL COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SEP 2002 – APR 2005

3-Year Diploma, Industrial Biotechnology

- Obtained health & safety awards and recognition: HACCP, WHMIS, WSIB
- Focus: Genetic studies, microbiology, cellular growth and decay, various fields in chemistry
- Hands-on approach to understanding bacteria, fungus, viruses, and genetics in a laboratory setting

COMPETENCIES: Bacterial / Fungal / Yeast Testing • Incubation & Inoculation • Spectrophotometer • Gram's Staining • AGAR Plate & Broth Growth • Quantitative Analysis • Data Interpretation • Polymerase Chain Reaction • Acid/Base Reaction

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CERTIFICATIONS

Adobe Education & Certifications:

Adobe Spark, Train the Trainer – Issued Jun 2019

Lynda.Com, Linkedin Learning Certifications:

Adobe InCopy Certification – Issued Mar 2019

Adobe InDesign Certification – Issued Mar 2019

   (The Humber College Post-Graduation Certificate encompasses InDesign Learning, Issued Aug 2014)

Adobe Illustrator Certification – Issued Apr 2019

Graphic Design Foundations: Typography – Issued May 2019

Graphic Design Foundations: Layout & Composition – Issued May 2019

Colour for Design & Art – Issued May 2019

Become A Graphic Designer, Full Course Path – Issued May 2019

Typography, Colour Contrast & Scale – Issued May 2019

Algorithmic Trading & Stock Essential Training – Issued June 2019

FURTHER DOCUMENTATION & EXTRA CURRICULAR WORK

ENGLISH TEACHER

Apr 2012 – Apr 2013

Woori Education & Immigration Consulting

- One on one English development for Korean students who already have a basic English background. Each lesson was tailored to the individual's learning needs.

BOOK WRITER

- I've written several books in the realm of fantasy and science-fiction, some of which I've had published.