

Jimmy Kastner

Jimmy@JimmyKastner.com

848-459-4156
8 Haynes Street, Somerville, NJ
Photography | Graphic Design

work experience

February 2012 to Present

American Jewelry Supply | East Brunswick, NJ
Director of Graphic Design / 3D Printing Specialist

photography & design

- Designed & indexed 300 page catalog of products.
- Created small sample catalogs and flyers for trade shows.
- Photographed and edited product pictures.
- Redesigned and managed company website.
- Unified branding to enhance AJS's public image.

marketing & social media

- Utilized popular social media platforms to attract attention on trending products.
- Studied web traffic analytics to promote products and create a buzz for new releases.
- Researched competitors' product lines to drive up competition and increase sales.
- Enhanced the site's SEO to gain relevance on Google.
- SEO improvements and social media engagement increased web traffic and web sales by 200%.

3D printing

- One of three people in the United States who specialized in supporting the Asiga line of 3D printers.
- Demonstrated 3D printers at national trade shows.
- With limited resources, troubleshoot, performed repairs, and maintained customers' 3D printers.
- Consulted with CAD designers to help achieve the highest quality 3D prints.

information technology

- Consolidated several web hosts to a single service.
- Assisted in the complete overhaul of the server and network in modernizing the accounting system.
- Purchased computers and other hardware, and rigged up makeshift work stations in emergency situations.

skills

published & award winning photographer;
skilled & detail oriented graphic designer;
expert with Adobe Creative Cloud;
fluent in HTML, CSS, PHP, & JavaScript;
fruitful with social media engagement;
experienced with SEO & web analytics;
up to date in new software & apps; tech savvy & experienced troubleshooter;
customer service background

featured work

American Heart Association
Asbury Park Press
Asiga
Associated Press
Atrium Executive Center
Flickr
Foundation Fighting Blindness
Gizmodo
Hyatt Place
Live Nation
News 12 New Jersey
Peta Pixel
Skidmore, Owings & Merrill
Somerville Downtown Alliance
Time Magazine
Time Out New York
The Gallery 13
The Star Ledger
Viewing NYC

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work experience continued

November 2007 to Present

Jimmy Kastner Photography & Graphic Design | Somerville, NJ

Photographer & Graphic Designer

photography & design

- Designed websites, logos, stationary, invitations, and various graphics.
- Photographed weddings, portraits, corporate events, and fine art for galleries.
- Designed posters and graphic elements for independent movie productions.
- Photographed several independent movies for behind the scenes and marketing.

marketing & social media

- Sold work for publications and gallery exhibitions.
- Early adopter to a variety of social media platforms to maintain a strong, consistent brand.
- Active on Reddit, Twitter, Instagram, and Facebook to promote creative work.
- Social media engagement gained attention to body of work, resulting in recognition from larger names and brands online, in print, and on TV.

education

Graduated May 2011

Monmouth University | West Long Branch, NJ

Bachelors in Communication (Major) and Photography (Minor)

Katharine Gibbs | New York City, NY

Associates in Digital Media and Graphic Design

highlights of achievements

- 2016** Photographer for Monroe Township mayoral inauguration.
- 2015** Photography featured on News 12 New Jersey.
- 2015** Photography recognized and featured in Somerville.
- 2015** Sold photography to Skidmore, Owings & Merrill.
- 2015** Published 300 page catalog of products for American Jewelry Supply.
- 2014** Photographs featured on various news stations and Associated Press Publications.
- 2014** Photograph featured as the title photo in a special edition of Time Magazine.
- 2013** Photography featured in several local newspapers and websites.
- 2012** Published 40 page catalog of products for American Jewelry Supply.
- 2011** Best selling artist for month of June in photo gallery in Asbury Park.
- 2010** Photographer for two New York City Vision Walks.
- 2009** Photographer for Central New Jersey Heart Walk.
- 2008** Photographer/graphic designer for independent film production.
- 2008** 1st Prize and published in Great Destinations NJ Photography Contest.