

Ezra Firkins

INTRODUCTION

I am passionate about creating dynamic events and experiences that invite people to connect around ideas and engage in discovery. My approach to production design seeks to build on and reflect a community's shared values with reverence for presentation, continuity of theme, and flawless execution. My objective is to leverage my skills and expertise in project management, graphic design, technology and hospitality into a career of experiential event production.

RELEVANT EXPERIENCE

NearestYou, Minneapolis – *Product Developer & User Experience Designer*

January 2014 - Present

- Led user experience development and design through requirement gathering, user story creation, wireframe design, user feedback sessions and market analysis. Utilized: Adobe CC, InVision, Powerpoint, and pen & paper.
- Managed Ruby on Rails developers to build a unique store locator application.
- Established and maintained NearestYou client landing pages and associated venue location lists.

Eutectics, Minneapolis – *Business Development Specialist*

October 2015 - January 2017

- Managed company website content, newsletters, award nominations, press releases, video interviews, and internal and external communications standards by employing broad knowledge of HTML/CSS, Wordpress, YouTube, Adobe Design tools, video editing software, MailChimp, Slack, Google Docs/Sheets, and Microsoft Word, Powerpoint and Excel.
- Point person for company events, technology, and vendor management.
- Liaison to the development of a custom Ruby on Rails project tracking software application that increased operational efficiency and project oversight.

Consultant, Twin Cities – *Search Engine Marketing, Analytics, & User Experience Design*

January 2014 - October 2015

- Created and managed search engine marketing campaigns for real estate agencies using Google Adwords, Analytics, Adword Editor, Keyword Planner, and Raven Tools.
- Leveraged data driven insights to optimize landing pages, search engine optimization, and advertising copy that led to increases in customer leads and registrations.
- Proofread, edited and published dozens of blog posts per week as part of content creation efforts aimed at adding relevancy and local authority to clients' online presences.

Honda Motorwerks, La Crosse, WI – Digital Marketing Specialist

June 2012 - October 2013

- Project managed development and launch of new dealership website and online inventory distribution system resulting in increased webpage views and leads. Utilized expertise in HTML/CSS, Adobe CC, wireframe design, requirement gathering, QA testing, Google Analytics, and automotive industry software.
- Led efforts to promote, organize, and host events designed to engage current and potential customers resulting in deeper connections between customers and employees.
- Created multimedia content and managed content calendar for company media channels including: Facebook, Twitter, company blog and website, Tumblr, and FourSquare.
- Deepened relationships with digital marketing partners and third party vendors to understand and apply best practices leading to more effective ad placement, increased operational efficiency and return on investment.

Beaujo's Wine Bar & Bistro, Edina, MN – Server & Web Developer

August 2008 - May 2012

- Ensured that guests had an enjoyable dining experience by providing quality customer service.
- Built and managed company website using Wordpress.

Frozen River Film Festival, Winona, MN – Marketing Manager

December 2006 - February 2009

- Oversaw design, publication, and distribution of festival content and marketing materials including: event program, posters, website, tickets, outdoor signage, and news releases.
- Engaged and coordinated with subject matter experts, presenters, community leaders, university administrators, and city managers to create an inclusive and well attended annual event.
- Served on film selection committee traveling to MountainFilm in Telluride, CO for documentary film previews and festival logistics insight.

Allied Vaughn, Denver, CO – Graphics & Print Prepress Manager

June 2004 - December 2006

- Responsible for onsite print production and digital asset management of client multimedia projects.
- Worked with clients to ensure offset printing best practices and offered consulting and graphic design services for optical media and packaging projects.

Rare Breed Recordings – Event Coordinator & Graphic Designer

May 2002 - October 2006

- Managed the promotion and production of live music events at regional venues.
- Supported multi-track recording sessions through pre production equipment setup and testing, post production mixing and archive of multimedia files.

Total Sports Entertainment and Marketing, La Crosse, WI – Event Coordinator

February 1999 - November 2001

- Promoted and sold game day entertainment acts to baseball parks, hockey arenas and basketball venues.
- Coordinated onsite production and logistics at over 140 venues annually.

INTERNATIONAL INTERNSHIPS

World Wildlife Fund, Gland, Switzerland – Editorial Assistant

Summer 2010

- Leveraged a broad media design skill set to edit the WWF brand style guide.
- Hosted and edited how-to orientation videos for a new internal video sharing platform.
- Conducted research that resulted in identification of key journalist and news outlets capable of amplifying WWF's organizational content and subject matter experts.

International Academy of Management & Entrepreneurship, Bangalore, India – Consultant & Educator

Summer 2011

- Developed and taught a social media focused curriculum for MBA students.
- Created a class project that connected students with real world professionals using Twitter, Tumblr, and social media scheduling and monitoring platforms.

EDUCATION

University of Minnesota, Twin Cities

– Journalism

January 2009 - December 2011

- Major in Strategic Communications, Public Relations Track
- Minor in Sociology (Focus on society's relationship with brands)

Winona State University, Winona, MN

– Mass Communication

January 2007 - December 2008

- Major in Advertising

VOLUNTEERING

Intertwine Northeast, Minneapolis

– Event Series Marketing Consultant

October 2016 - Present

TEDx, Minneapolis

– Lighting Tech & Hospitality Volunteer

August 2017 +

Theatre du Mississippi, Winona, MN

– Theatre Tech & Marketing Volunteer

March 2007 - February 2008