

## BRYAN ELKUS

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### OBJECTIVE

To obtain a position focusing on leading edge projects which are economical, aesthetic and innovative in design, form and function.

### QUALIFICATIONS

Over four years of marketing and media experience at Real Watersports Inc, a progressive company in action sports, packaging internship with Nestlé R&D, involvement in Pi Kappa Gamma and leadership with MSU Student IoPP, experienced with Mac and Windows OS, Microsoft Office, Adobe Photoshop and Illustrator, Pro/DESKTOP, AutoCAD, Ardios, Corrugated CAD table, CAPE, CAPE (RFID tag location), Final Cut Studio Pro, Motion, Aperture and four years of Japanese.

### EDUCATION

- 2004-2006 **Michigan State University**, School of Packaging, East Lansing, MI
- G.P.A. 3.54, Bachelor of Science with honors
  - Major: Packaging, College: Agriculture & Natural Resources
- 2002-2004 **Kalamazoo College**, Kalamazoo, MI
- Intended Major: 3:2 Engineering Program & Studio Art
- 2004 **University of Michigan** Geological Field School, Wyoming – Summer Semester

### EMPLOYMENT

- Feb. 2007 – Present **Real Watersports Inc., Marketing & Media Manager** – Waves, NC  
Assisted in marketing, advertising and strengthened the brand's identity. Managed projects from conception to fruition, including materials for the web, print, retail and social platforms. Took part in the development of a new website which increased sales by 4 times. Conducted and lead several photo/video shoots with professional athletes. Introduced an up-to-date content management and e-commerce site. Editing and shooting of Instructional DVDs, TV commercials and web videos. Event assistant organizer and photographer for an annual international professional competition. Launched social media campaign.
- Sep. 2008- Present **Bryan Elkus Photography, LLC.**  
Over 350 pieces of published work, eleven covers and five photo books produced.
- May 2006- Dec. 2006 **MSU School of Packaging, Auto ID/RFID Lab** –East Lansing, MI  
Research and testing of RFID systems and performed testing, analyzed data to improve the process under Prof. Robert Clarke. Drafted reports from the data collected for the companies supporting the research. Focused testing on inhibited environments: water and metal.
- June 2005 – Jan. 2006 **Nestlé R&D Center, Intern.** - Marysville, OH  
Conducted a benchmarking and 2 shelf life studies for cost savings initiatives, assisted with 5 domestic and an international products (beverage, confectionary). Gained experience packaging and production machinery through laboratory testing and the R&D facility. Six-month internship.

### Awards

- 2006 1<sup>st</sup> place at MSU Design Day Competition – Greycell, a Multi-College Team  
2006 MSU Packaging Senior Recognition Award  
2006-2007 Michigan State University Dean's List  
2006 3<sup>rd</sup> place in the AICC Corrugated Design Competition  
2005 Scholarship to Mac Design Conference & Digital Photography Expo. (Tampa, FL)

### Activities

- 2006 International Packaging Expo; Chicago, IL  
2006 Co-founder of the MSU Kiteboarding Club  
2004-2006 MSU (IoPP) Institute of Packaging Professionals Chapter Member  
2005-2006 Pi Kappa Gamma (Packaging School honorary fraternity) Member  
2005-2006 Assisted in production of MidWest What!, a snowboarding documentary  
2005 Black Star Farms wine gift pack design project with Pi Kappa Gamma  
2005 IoPP Webmaster & Communications for the MSU Student Exec. Board