

Social media
Video production
Web design
Graphic design
Photography
Blogging

Matt Ehresman

Crafting creative messages that matter

Here are a few recent projects.

In this document I'll walk you through some of my recent projects in various forms of communication. A majority of these examples are from work I've done for my current job at Sterling College. I started this position on November 1, 2011, so the charts and graphs will show data during that time period.

More examples of my work can be found on my website at www.mattehresman.com.

Thanks for your time! I hope you enjoy what you find.

A handwritten signature in blue ink that reads "Matt Ehresman". The signature is written in a cursive, flowing style.

Video Sample

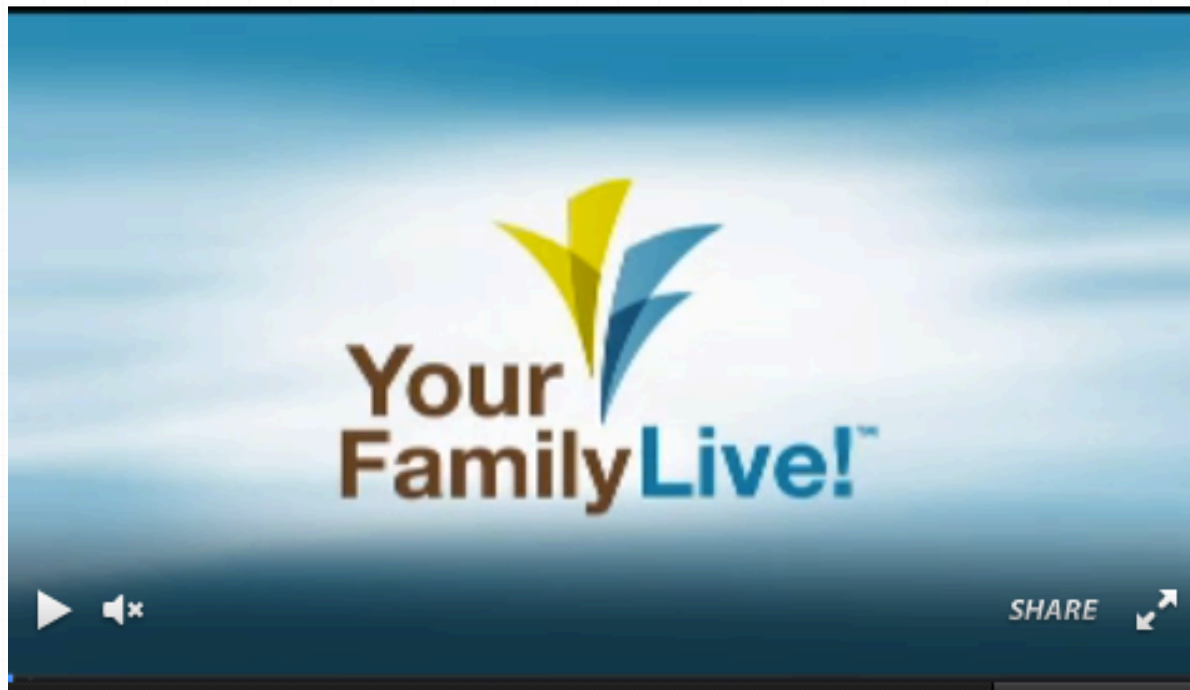
This is my favorite video that I have worked on at Sterling. This was a “thank you” for a major donor, so I captured several students telling stories that were related to the areas where the gifts were utilized. I did all of the filming and editing. We don’t have a budget for background music, so I created the track using GarageBand. Many more examples can be found at mattehresman.com/video.



<http://www.youtube.com/watch?v=B0dWJ75HtME>

Live Video Production

While at Focus on the Family, I worked on their live television program called *Your Family Live*. Although I had a variety of responsibilities, I ended up serving as the lead producer for three of the live episodes. I regularly wrote scripting for the show and for promotional materials. Links to the three episodes that I produced are also available on mattehresman.com/video.

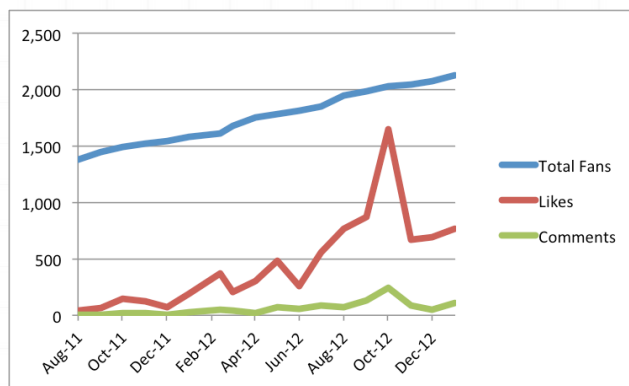


Social Media

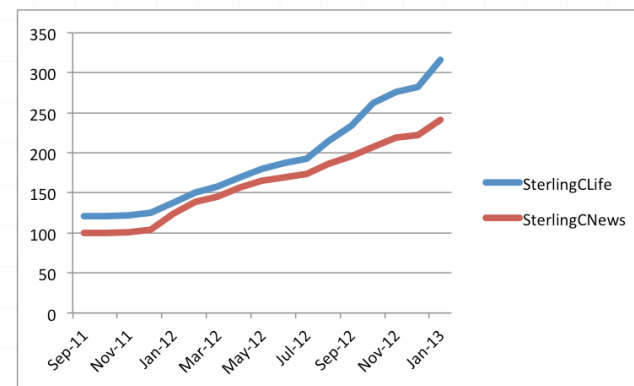
Sterling College currently has 17 profiles on 10 different social networks. While I do not do all of the posting, I am our social media coordinator and officially oversee all accounts. I developed a social media strategy and have a team of students that I have trained to do appropriate posting and networking. I check up on them regularly and provide them with additional training and resources. I developed several of these accounts from scratch, while others I have built up from existing accounts. Since my arrival, both of SC's main Twitter accounts have doubled the number of followers, and our Facebook fan base and level of interaction has grown significantly.



Facebook



Twitter



Writing and Blogging

I have always loved to write. Along with the script and marketing copy I wrote for Focus and Sterling, I also have a lot of experience in print journalism. I have been involved with producing a newspaper in some capacity for almost ten years.

I also love to blog, but unfortunately rarely make time to do it. However I recently wrote a post looking at the “new” MySpace. I also discuss social media a bit deeper and share my thoughts on how much we should be sharing online.

Feel free to look around at my other posts as well.

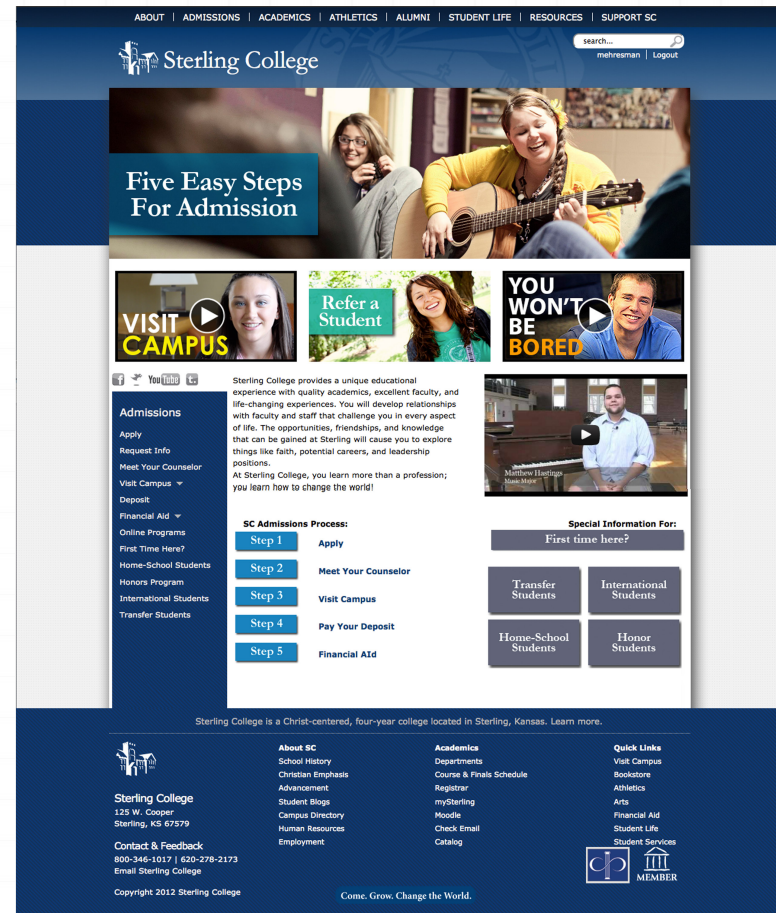
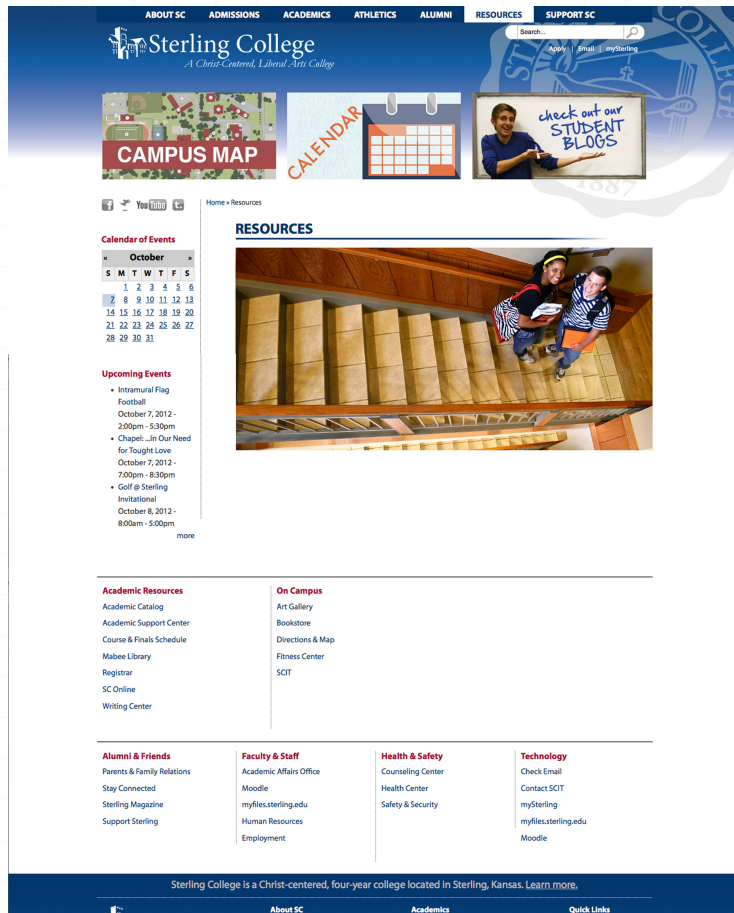


**should you
use
the
new
myspace?**

mattehresman.com

Web Design

The past few months I have been working on redesigning the Sterling College website. The old design (on the left) was very text-heavy and had a lot of awkward spacing. The screenshot on the right is an example of the new site. I am currently teaching a web design class at Sterling and redesigned a site for a local chiropractor in Wichita (who happens to be my father-in-law).



Mobile

By tracking our website analytics every month, I found that roughly 15-20% of our web traffic was coming from smart phones and tablets. Sadly, until recently our website was not very mobile-friendly. Users basically had to “pinch and zoom” everywhere to be able to read the text and click on buttons. Early this year I developed a new site that works very smoothly on mobile devices. It is very intuitive on a touch interface and has only our most important information that people might want on the go. On Apple devices, users are able to “save” the site so it appears as an app on their phone home screen.

Fun fact: I made the graphic below, and that is my hand.



Sterling.edu now fits in your pocket.

Have a smart phone?

Check out our new mobile-friendly website.

No pinch-and-zoom required.

Online Communication

This year at Sterling, one of my biggest projects has been the launch of a new page called the Warrior Hub. Before this page, every employee had the ability to send mass emails to the entire campus. It was getting out of hand, and students began to stop checking their email since all the messaging was “irrelevant to them.”

It was my idea to make a page like this where all campus announcements would be posted in one place (as well as on our mobile platform). It has drastically cut down on the number of emails and is currently our second most viewed web page (second only to the home page).

It was met with quite a bit of resistance at first since we were taking away a privilege that everyone was accustomed to, but it has actually been quite successful and become a part of the campus culture. I regularly overhear students speaking of something they “saw on the Hub.”

The screenshot displays the Sterling College Warrior Hub website. At the top, the Sterling College logo is on the left, and a search bar with 'Apply', 'Email', and 'mySterling' links is on the right. The main header features the 'WARRIORhub' logo with the tagline 'what you need to know today'. Below the header, the date 'Wednesday, February 20, 2013' is shown. The page is organized into several columns and sections:

- Announcements:** A list of campus news items, including KCAC Basketball Tournament Games, Nurse Connie's availability, SGA Yearbooks, and various student life events.
- Events:** A calendar-style list of upcoming events, such as 'Evans Worship' (10:15pm - 11:00pm), 'Women's Basketball @ Kansas Wesleyan', and 'Mumford & Psalms'.
- Check Email:** A prominent blue button for checking email.
- Moodle:** A link to the Moodle learning management system.
- mySterling:** A link to the mySterling portal.
- Weather:** A section for local weather forecasts for Sterling, KS, including a 5-day outlook.
- McCreery RD Adelle Swihart recommends:** A featured article or recommendation.
- Pool Hours:** A section detailing the hours for the campus pool, noting it is located next to the training room in Gleason.
- Open Gym/Weight Room Hours:** A section detailing the hours for the gym and weight room.

At the bottom of the page, there are three additional sections: 'SCORch Sterling College Online Radio Channel' with a 'Listen Now!' button, 'Sterling College Bookstore' with a link to check out specials and sales, and 'Career Connection' with a link to a new blog with tips for your career.

Graphic Design

I make most of the graphics like these that appear on the Sterling website. We update this content frequently, so I make new logos and graphics virtually every day. I am very comfortable with most of the programs in the Adobe Creative Suite.

This year I was on a team that redefined Sterling's brand identity guide. I can discuss the details further in person, but both of these pieces were for our admissions department, so they required the same color scheme.



Photography

I also really enjoy and have training in digital photography. The two photos on the left are from concerts, while the other two are from a mission trip I took to Kenya. The photos on the next page are examples of what I have taken at Sterling.





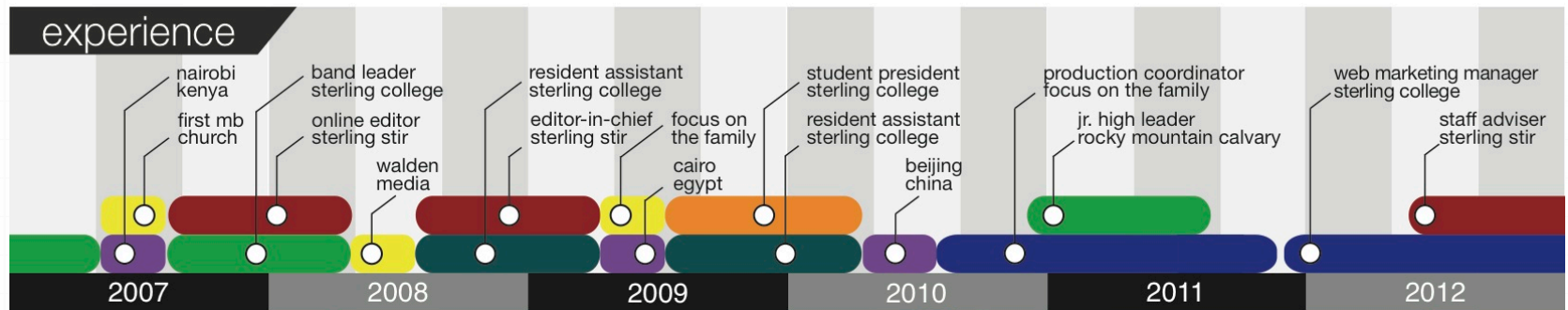
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here are some things i do:



experience



education



skills



character



influence



My average Klout score is in the mid-50s. For reference, the average score of *Time's* 100 most influential people of 2012 is 62.

friends



more



I know your time is valuable. Thanks for sharing it with me!

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