

George Washington Rogers IV

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Education

University of Tennessee – Knoxville/Martin, Tenn.; May 2006-December 2007

Master of Business Administration,

- Specialization: International Business
- Key Coursework: Organizational Theory, Emerging Enterprises, Marketing Management

International Experience -

Studied abroad in Vietnam and Thailand

“Southeast Asian Politics and Economics,” Examined the emerging markets of Vietnam and Thailand focusing on Ho Chi Minh City, Bangkok, and Phuket

University of Tennessee – Knoxville, Tenn.; August 2005-December 2007

Master of Science,

- Specialization: Converging Media
- Key Coursework: Business Intelligence, Information Technology, Mass-Media Research

University of Tennessee – Knoxville, Tenn.; August 2000-2004

Bachelor of Arts in Legal Studies,

Bachelor of Arts in Media Arts, Minor in Cinema Studies

Professional Work Experience

EOD Technology, Field Office Administrator (FOA) –

Lenoir City, TN; July, 2009 – September, 2009

Contractor position on a hire as needed basis to support field activities during unexploded ordnance disposal clean-up at locations around the globe. Submit payroll, expense reports (personal and business), provide logistics and equipment support, and prepare and submit daily and weekly reports to EODT HQ and the U.S. Army Corp of Engineers. Project was located at Yakima, Washington.

GX Media, Creative Director –

Knoxville, Tenn.; May 2002-Present

- Directed and produced films, commercials, and training videos
- Designed and published media including photo imaging, DVD authoring, video box art design
- Clients included The History Channel, Jupiter Entertainment, PBS, and the Black Box Theatre

Rogers & Weiss Creative Group, Co-owner –

Knoxville, Tenn.; August 2004- September 2007

- Managed a small business specializing in food and beverages
- Developed marketing campaigns, analyzed market demographics, and determined advertising placement in relevant locations
- Clients included Charlie Peppers, Macleods Restaurant, Cool Beans, Quaker Steak & Lube, and AC Entertainment

**University of Tennessee, College of Education, Health, & Human Sciences
Technology Enhanced Curriculum Lab, Graduate Assistant –**
Knoxville, Tenn.; August 2005-August 2007

- Provided individual assistance to College of Education students and faculty with implementing multimedia software and internet technologies
- Designed and implemented workshops on professional photo editing software and information technology support

Media Pros, Graphic Artist / Marketing Coordinator –
Knoxville, Tenn.; January 2005-November 2006

- Developed, created, and edited advertising media
- Served as liaison between clients and their marketing departments
- Clients included Dairy Queen, Harley Davidson, Honda, Michelin, The Rush, University of Tennessee and Sea Ray

Technical Skills

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- **Operating Systems:** Windows, Apple, familiarity with Linux and Unix
 - **Software:** Microsoft Office Suite 98-2007, Access, Excel, Outlook, PowerPoint, Word, Visio, Adobe Photoshop, Illustrator, In-Design, Flash, Sony Vegas, Apple Final Cut Pro
 - **Languages:** HTML, CSS

Professional Skills

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- **Search Engine Optimization:** In depth knowledge of ethical techniques accepted by major search engines Google, Yahoo, MSN, and ASK. Fluid understanding of what changes to websites can affect rankings within the Search Engines for key words.
 - **Social Media Optimization:** In-depth knowledge into utilizing the right types of social media for different types of clients and market spaces. Deep understanding with the use of Digg, Reddit, MySpace, de.licio.us, furl, Wikipedia, forums, social communities, etc.
 - **Brand Management:** In-depth knowledge of online reputation and brand management by monitoring various outlets such as search engines, blogs, social communities.

Professional Organizations

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- **Empire Business Network (EBN),** Co-founded local business owners' networking group to facilitate the sharing of ideas, contacts and business referrals; 2004-2006

Publications

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- Rogers, George W., and Douglas Hileman. Eyes of the World – Thailand & Vietnam. San Francisco, CA: BK Publications, 2008. 1-120.
 - Rogers, George W. Four Walls. San Francisco, CA: BK Publications, 2007. 1-130.
 - Rogers, George W., Michael Ellis, Markesha McCants, Nicole Frye, Jessica Miller, and Manon Polk. The Hershey Company Introducing the World of Chocolate. San Francisco, CA: BK Publications, 2007. 1-200.
 - Rogers, George W. Non Returning Status. San Francisco, CA: BK Publications, 2008. 1-240.

Volunteer Involvement

- West Haven Children's Home - Hanover Parish, Jamaica, helped bring art, music, and recreation to mentally and physically handicapped children in rural Jamaica; 2008
- Civitan International, volunteered at numerous Special Olympics and helped raise money for The Civitan International Research Center; 1998-2008
- University of Tennessee Rec Sports, coached a college intramural flag football team; 2006

Honors

Screenings & Exhibitions of work

- 2010 Photography Exhibition - La Costa, Knoxville, Tennessee
- 2009 Official Selection Marble City Film Festival
- 2009 Official Selection CTV First Friday Premiere (11/06/09)
- 2008 Official Selection Secret City Film Festival
- 2007 SXSW (South by Southwest) Interactive Festival, Austin, Texas
- 2007 Blurb.com (Book of the Week- 01/11/07)
- 2007 Ewing Gallery, Knoxville, TN
- 2005 Official Selection of Oak Ridge Film Festival (Best Tennessee Film)
- 2004 Official Selection Secret City Film Festival
- 2004 1010 Gallery, Knoxville, TN
- 2003 Official Selection New York International Independent Film and Video Festival
- 2003 Official Selection New York Short Film Festival
- 2003 University of Tennessee Film Festival (Best of Show)
- 2003 Ewing Gallery, Knoxville, TN
- 2003 1010 Gallery, Knoxville, TN
- 2003 Knoxville Museum of Art, Knoxville, TN

Articles

- Patterson, Angela. "Business Spotlight: GX Media." The Knoxville News-Sentinel 25 Aug. 2004: Issue - West, 1-1.
- Tribble, Michael. "Dynamic Duo." City View June-July 2006: 38-39.