

SETH MCCAY

70 Park Terrace East, 1E
New York, New York 10034



WHO AM I?

- I'm a tech-enthusiast, music-loving, design-appreciating 36 year-old living in Manhattan with my wife, Shelby, and pit bull, Pascal, and my 2021 Audio Aura was mostly blue with a little orange. For fun, I enjoy inline skating, exercising, playing with Pascal, learning for learning's sake, VR, programming, and taking things apart just to see if I can put them back together.



WORK EXPERIENCE

2018 - Present

- GRAPHIC DESIGNER & WEBMASTER**
at Distinguished Concerts International New York 📍 New York
As the Graphic Designer & Webmaster at DCINY, my key responsibilities include overseeing and executing all visual and digital representations of company assets and promotional material, maintaining and expanding feature-sets of the company website, and building out and publishing all new website content, while staying faithful to the company's brand. This includes, but is not limited to: branding concerts, creating 3-sheets and tabloids advertising our concerts, generating social suites advertising each performance based on key art, maintaining the company website, designing and coding e-blasts advertising our concert series to potential audience members, and creating print and digital ads. I liaison directly with outside vendors such as printers, marketing managers, and event coordinators to see my projects through to completion.

2017 - Present

- GRAPHIC DESIGNER & MARKETING SPECIALIST**
at CrisTees Designs 📍 New York
CrisTees Designs is a custom apparel company based in Atlanta. I serve the company remotely as the sole designer and marketing specialist. Responsibilities include: designing graphics, creating vector art in Illustrator, creating mockups in Photoshop, listing items on Amazon, Etsy, and Shopify, and creating ads and writing copy for our social media accounts.

2017 - 2018

- MULTIMEDIA DESIGNER**
at Sacks Communication 📍 New York
As the Multimedia Designer, I was responsible for assisting colleagues with graphic design and web services, and was responsible for all video production and photo editing services. I worked with the Creative Director in the design process of documents, website pages, outreach email blasts, and marketing material, both print and electronic, to achieve the project's strategic objectives. I also directed and produced all video content at Sacks. I produced videos for large conventions, promotional videos for eblasts, and highlight reels for post-event content. In addition, I worked with the Web Developer to help design and build websites in Dreamweaver and Wordpress.

2012 - Present

- OWNER & CREATIVE DIRECTOR**
at Seth McCay Creative 📍 New York
Since 2012, I have operated as a freelance designer, offering a full-package design service to a vast array of clients. I understand how important it is to maintain customer relations, and to maintain an open line of communication with my clients in order to see a project through to completion.



SKILLS



Adobe Photoshop	●●●●●●
Adobe InDesign	●●●●●●
Adobe Illustrator	●●●●●●
Adobe Lightroom	●●●●●●
Adobe AfterEffects	●●●●●●
Adobe Premiere Pro	●●●●●●
MS Excel	●●●●●●
MS Word	●●●●●●
CSS/HTML	●●●●●●
Javascript	●●●●●●
Adobe Muse	●●●●●●
WordPress	●●●●●●
Google Drive	●●●●●●
Dreamweaver	●●●●●●



LANGUAGES

English	●●●●●●
Spanish	●●●●●●



CONTACT

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2016 - 2017

● **MUSIC TEACHER**

at New York City Department of Education ♥ New York

Served the NYC DOE as High school Music Technology and Music Appreciation teacher. I was the sole member of my campus' music department, which required me to manage all equipment, budget, and assets by myself. I also managed 120 students that took part in the music program. Some of the courses taught were: Digital Music Production, Functional Piano, Music Theory, Music History, and Music Technology.

2013-2016

● **ORCHESTRA DIRECTOR**

at Arlington Independant School System ♥ Dallas

Orchestra director for three campuses in the Arlington Independant School District. I was responsible for teaching over 200 students per year how to play and become technically proficient on their instrument. Orchestras under my instruction won several awards and were recognized by the state in the University Interscholastic League Competition.

2013-2016

● **TUBIST, EXECUTIVE BOARD MEMBER, DESIGNER**

at Carrollton Wind Symphony ♥ Dallas

While living in Dallas, I spent three seasons as a tubist performing with the Carrollton Wind Symphony (CWS) under the direction of Jim McDaniel. During my time with the CWS, I served the organizaion as Secretary on the Executive Board. I was responsible for logistics and operations, including organizing travel, lodging, and finding rehearsal space for our featured performance at the Texas Bandmasters Association Annual Conference. I also served the organization as its graphic designer, where I had the opportunity to design programs, layout spreads for biographies and program notes, and rebrand the organization in an effort to help the CWS establish a fresh identity.

2014-2016

● **TUBIST**

at Metropolitan Wind Symphony ♥ Dallas

I spent two seasons as a tubist with the Metropolitan Wind Symphony, where I had the opportunity to perform demanding music with high caliber musicians from the Dallas-Fort Worth Metroplex.

2011-2013

● **ADMINISTRATIVE ASSISTANT**

at Smith | Robertson Law ♥ Austin

Administrative assistant at environmental and commercial real estate law firm in downtown Austin, Texas. Responsibilities included performing a variety of Internet research functions, word processing, and using spreadsheet and presentation software. Duties also include fielding telephone calls, filing and data entry. Assisted with overflow work from administrative and executive assistants. Doubled as office receptionist.



EDUCATION

2004-2010

● **MUSIC EDUCATION B.S.**

at Auburn University ♥ Auburn, AL

Scholarship-recipient alumnus of Auburn University in Alabama, where I studied Instrumental Music Education. While there, I also studied Graphic design and Computer Science.

References available upon request.