

Michael Fleck

Multimedia Specialist

Profile

Multimedia designer combining a trained artistic eye and high technical aptitude to generate versatile communications solutions. Capable of applying creative skills to photography, video production, print and digital design, illustration, storytelling, and brand management in the academic and corporate environments.

Professional Experience

Multimedia Specialist

The Pennsylvania State University, Center for the Performing Arts / January 2023 to Present

- Create empowering and inclusive experiences for subjects, students, and community
- Manage the full spectrum of photography and video development
- Capture portraits, live performances, community engagements, interviews, and historical events
- Impact student interns with photography and software training, workshops, and real world experience

Multimedia Specialist

The Pennsylvania State University, Eberly College of Science / December 2019 to January 2023

- Managed video planning and development, photography, and graphic design for marketing and recruiting
- Aligned web presence to audiences with brand-aligned writing and content development
- Collaborated with instructional designers to align online courses with accessibility mandates
- Developed branding and marketing of online courses in collaboration with Penn State World Campus

Director of Graphic and Multimedia Design

The Hill School, Pottstown, PA / September 2018 to December 2018

- Evaluated and updated identity alignment across academic and athletic departments
- Increased appeal of fund raising campaigns with design of multi-element digital and printed packages

Lead Multimedia Designer

The Vanguard Group, Finance Division, Malvern, PA / September 2013 to August 2018

- Aligned divisional presence with corporate brand guidelines, serving finance professionals with presentation design, e-mail templates, self-service toolkits, printed conference collateral, illustration
- Strategized, directed, and produced video projects including planning, studio design and lighting, recording, editing, interviewing, audio, motion graphics, animation, and distribution
- Lead a collaborative branding effort for a group of finance professionals from Accenture, Aetna, Honeywell, L'Oreal U.S.A., IBM, Johnson&Johnson, The Vanguard Group, and Verizon
- Created enterprise-wide value with professional-level photography: portraits, events, commercial photography, image database management, and cross-divisional instruction and technical guidance

Senior Graphic Designer and Digital Media Specialist

Sungard Availability Services, Wayne, PA / August 2012 to March 2013

- Coordinated and executed brand consistency across international businesses
- Collaborated with managers and directors to assess vendors for quality vs. cost value

Multimedia Specialist

The Pennsylvania State University, Department of Materials Science and Engineering
July 2002 to August 2012

- Strengthened department and college brand with alignment to Penn State identity standards
- Developed digital and print media for recruiting, marketing, and instruction through video, photography, graphic design, illustration, and interactive media
- Managed full scope of video production: planning, location evaluation, recording, interviews, creative and editorial direction, messaging, editing, and distribution
- Photographed faculty, staff, and student portraits; documented lectures and events
- Directed and managed outsourced print and digital media projects and vendors

Instructional Experience

Site Coordinator and Ridercoach

The Pennsylvania Motorcycle Safety Program, November 2003 - June 2011

- Coordinated coaching and instruction of approximately 1,000 new motorcyclists each year
- Recruited, managed, and developed a team of RiderCoaches and Assistant Coordinators for Basic and Experienced Rider Course instruction
- Monitored and evaluated instructional quality and RiderCoach performance
- Managed seasonal schedules for 12-15 coaches
- Maintained national RiderCoach certification sponsored by the Motorcycle Safety Foundation, Irvine, CA
- Evaluated and licensed motorcyclists for the State of Pennsylvania

Creative Camp Instructor

Penn State University at Penn College, Creative Camp for Kids, Summer 2000, 2001

Multimedia Instructor - Summer 2001

- Designed a five-day multimedia course titled Communication Through Motion. Taught teen-age students how to create an interactive personal portfolio using Macromedia Director 7.0

Painting Instructor - Summer 2000

- Designed a five-day painting course for creative youths. Guided students through painting self portraits referencing a black and white photograph

Community Involvement

Centre Care, State College, PA / August 2020

- Environmental design; portrait photography

The National Audubon Society, Audubon, PA / December 2017 to August 2019

- Wildlife photography for social media marketing

AchieveAbility, Philadelphia, PA / April 2014 to April 2019

- Commercial, event, and portrait photography

Recognition and Awards

- Rising Star Award, College of Arts & Architecture, Penn State, 2023
- Staff Excellence Award, Department of Statistics, Penn State, 2022
- Distinguished Performance, The Vanguard Group, 2015, 2016, 2017
- Bronze Telly Award, The Vanguard Group, United Way campaign video (team award), 2016
- The Boss Group, Talent of the Quarter Award, Q1, 2013

Software

- Adobe CC 2025: Lightroom Classic, Photoshop, Premiere, After Effects, Illustrator, InDesign, Audition, XD, Microsoft Word, Excel, Outlook, and Teams

Hardware

- Nikon Z and F, and Canon E camera systems for photography and video; Nikon, Canon, and Godox V remote speedlight systems, LED light panels, full compliment of soft boxes and light modifiers

Education

The Pennsylvania College of Technology

Bachelor of Science, Graphic Design / May, 2010

Associate of Applied Art, Advertising Art / May, 1991