



**Egan Echeverría Schulz**  
1133 Lennon Way  
San José, California 95125  
(408) 265-2159  
egan@vibrantblue.com

*Personal Website*

www.vibrantblue.com

*Online Resume*

www.vibrantblue.com/resume

*References*

**Jim Peterson**  
jpeterson@sjc.org  
Dir. Business Development  
Marketing & Promotions  
San Jose Int'l Airport  
408-501-7603

**Steve Luckenbach**  
sluckenbach@mucho.com  
Marketing Manager  
Marketing  
Mucho.com  
925-299-2500, x257

**Fred Johnson**  
fred@yahoo-inc.com  
Producer/Webcaster  
FinanceVision  
Yahoo!  
408-616-3672

**Bob Rucker**  
rucker@jmc.sjsu.edu  
Professor  
Former CNN Reporter  
San José State  
408-924-3272

## Employment

### **How2.com, Campbell, CA**

#### **Content Manager, June 1999 - Present**

Created the, Editorial, Art, and Programming Departments for the Silicon Valley office, consisting of a total of 14 personnel. • Editorial Dept. responsibilities include producing all written site content i.e. Tutorials, Buyer's Guides, and Product Care Guides. • Art Dept. responsibilities include site designs, Tutorial art, and Flash productions. • Programming Dept. responsibilities include coding all editorial content, creating templates, and bug testing. • Create consistency and standards requirements for site content. • Designed media management workflow envied by LA office, asked to produce similar results there. • Writes and edits miscellaneous confidential content for VPs and Executive Staff. • Sets and approves standards for audio and video scripts. • Coordinates projects with A/V Manager. • Performs spot-check and QA on content as necessary. • Offers writing assistance, editing suggestions, research ideas and other editorial guidance for dept. • Hires and oversees workflow to, invoicing of, and payment to freelance writers. • Researches and co-writes "The Consumer Files" column.

### **BPG Worldwide Inc., Campbell, CA**

#### **Internet Production Manager, February 1999 - June 1999**

Produced 15 professional websites for business clients ranging from Novell, San Jose International Airport, to the Chamber of Commerce and The Silicon Valley Marathon. • Supervised and managed 3 to 9 person team, depending on project. • Designed, art directed, and coded projects personally as needed. • Assessed computer, software, and hardware needs and recommended purchases. • Acted as project manager for numerous large scale projects. • Wrote and edited sensitive content for President/CEO, and VP. • BPG was acquired by Dallas based company, Citadel, to form How2.com. • Founding member of How2.com, instrumental in the formation of the new company.

### **San José International Airport, San José, CA**

#### **Marketing Representative/Specialist, June 1998 - February 1999**

Webmaster and Project Manager of the website and its re-design team. • Youngest project manager in the Airport's history. Brought web savvy skills to the Airports core of talents. Project Manager, Editor, Copywriter for the bimonthly "Flight Guide," a booklet detailing flights and Airport services. • Editor and contributing writer for the Airport's community newsletter "Airport Report" and Chief Editor, Writer, and Photographer of the employee newsletter Grapevine. • Planned, coordinated and budgeted media events. • Speechwriter for presentations to Senior Staff and VIPs hosting media events. • Created and coordinated a continuous and daily outside revenue generating advertising campaign (large format banners). • Evaluated new products for numerous projects including computers, software, Internet technologies, and other marketing related initiatives. • Evaluated contractor effectiveness and recommended new service vendors. • Power user for the Marketing Staff, assisted others when computer problems and questions arose.

### **San José Mercury News, San José, CA**

#### **Multimedia Editor, November 1997**

Worked along side the Mercury Center staff and Former Bay Area Broadcaster Tia O'Brien to produce the Dilbert project "Mission Impertinent." 12 fun and fascinating videos featuring the creator of the celebrated Dilbert comic strip, Scott Adams.

#### **Multimedia Reporter/Producer, October 1996 - June 1997**

Developed and managed a cross-functional team for all multimedia projects. • Business and Computer Reporter, Videographer, and Editor for all multimedia based stories. • Evaluated new technologies and feasibility of their implementation. • Incorporated emerging Internet standards such as QuickTime, QuickTimeVR, Realaudio, Realvideo, Vivo, and other streaming video and audio technologies. • Provided corporate video production services for internal use and for use at trade shows, conventions, etc. • Developed Mercury Center multimedia training program and taught classes. • Pioneered video news reporting on the Internet, Virtual Reality Journalism, built a state-of-the-art non-linear video editing station and recording studio from scratch.

### **KLIV (CNN) 1590-AM "San José's News Station", San José, CA**

#### **Anchor, Reporter, Writer, June 1996 - October 1996**

Full-time Reporter, Interviewer and on-air talent reporting daily news, including traffic and hourly weather reports for sister station KARA 105.7-FM.

# Egan Schulz

**Egan Echeverría Schulz**  
1133 Lennon Way  
San José, California 95125  
(408) 265-2159  
egan@vibrantblue.com

## *Personal Website*

www.vibrantblue.com

## *Online Resume*

www.vibrantblue.com/resume

## Internships

### **San José State Update News-KTEH, San José, CA**

**Anchor, Reporter, Writer, Videographer/Editor**, January 1995 - June 1995

Worked on a weekly television news program broadcast in 9 San Francisco Bay Area counties.

### **KLIV (CNN) 1590-AM “San José’s News Station”, San José, CA**

**Reporter, Writer, Audio tape editor**, June 1995 - August 1995

Interned as a reporter and news writer responsible for interviews, editing soundbites, and weather/traffic updates.

## Education

### **Hold a Master’s Degree in Mass Communication**

San José State University, 1996-1999

### **Hold a B.S. Degree Broadcast Journalism, Graduated With Honors**

San José State University, 1991-1996

*On a continual self-training regiment to stay up to date on new and emerging technologies.*

## Skills

**Multimedia software:** QucktimeVR Authoring Studio, Realvideo Encoder, Realaudio Encoder, Adaptec Toast, Adobe After Effects, Adobe Photoshop, Adobe Illustrator.

**Publishing packages:** Adobe Acrobat Pro, Microsoft Office, Adobe PageMaker, Adobe InDesign, QuarkXPress.

**Internet:** BBEdit, Adobe PageMill, Microsoft FrontPage, Macromedia Dreamweaver.

**Video editing:** Both linear and non-linear. Media 100, Radius Edit DV and Moto DV, Final Cut Pro, and Adobe Premiere editing suites.

**Camera work:** ENG (Digital Betacam, DVCAM), Studio and Photo.

**Audio tape editing:** Linear (cart, analog tape), non-linear (Computer, DAT, CD, DVD) SoundEdit 16.

**Coding/Operating Systems:** HTML, Macintosh OS 6-9, Windows 95, 98, NT, 2000.

## Honors & Recognition

### **Professional**

- My Quicktime Virtual Reality series the *Seats of Influence* was recognized as “Best of Web” by The Scout Report.

### **Scholastic**

- Earned the Howard Freeman Memorial Scholarship from the School of Journalism and Mass Communications.
- One of two students selected to represent School of Journalism in the National William Randolph Hearst Foundation T.V. Journalism Competition.
- First Place in The 1996 Kaucher/Mitchell Event For Excellence in Oral Interpretation. Awarded by the School of Drama.
- Selected to host the 1997 Kaucher/Mitchell Competition.