



francis koerber  
media asset manager

# Biography

Francis Koerber was born in Tarrytown, New York in 1955 and took up an interest in the various media/arts from a very early age.

He began his instruction in piano performance at age five and music composition at eleven. He then ventured into the realm of piano and organ technical work, tuning and rebuilding during his teen years. He then went on to study and work in computer sciences, fine arts, design, concepting prototypes and mathematical models, graphics and animation, and electronic communications in his later years.

On a parallel course, he continually pursued his interests as a composer of various styles of music, and has held positions as director of music for various organizations through the Baltimore area including his own ensembles. He continues to collaborate with world renowned ensembles that perform his original compositions including the Baltimore Symphony, Coro Oddysea, local and international choirs and instrumental ensembles.

In the 1990's Mr. Koerber fabricated his first digital media workstation which he called MuseRadix (source of the muse) that he utilized to single-handedly create, capture and produce all types of media for a wide range of clients across the entire spectrum of digital media markets. This includes corporate and product branding, print collateral design and production, music composition and arranging, audio recording and production, exhibit and signage fabrication, animation, video recording and production, photography, copywriting, voice-over narration, web design and development, interactive multi-media, corporate presentations, broadcast email campaigns, multi-level media campaigns (print/electronic hybrids), music for concerts, liturgies, para-liturgies and more.

He also works in crafting signage and exhibits, wooden structures, metal crafting, frame building and has recently launched a new career in vector fine art conceptualization and production. He has over 500 works which are created on the computer and then projected as stills, animations or printed as Giclees on canvas and other materials.

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## *Online Portfolios:*

Corporate Marcom: [www.franciskoerber.com](http://www.franciskoerber.com)

Music Composition/Production/Performing: [www.myopus.com](http://www.myopus.com)

Fine Art: [www.floosiga.com](http://www.floosiga.com)

# Experience

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## *Experience*

**Sep 2002—Nov 2006 : Alabanza Corporation : Baltimore, MD :**

**Marketing Manager/ Webmaster/UI Developer/Creative Director**

Using a Macintosh designed and developed media for print, display, signage, and web. Software packages: Adobe Suite, Macromedia Suite, Bbedit, iMovie, Microsoft Office, etc.

- Designed UI for web based email application for clientele
- Designed and produced GUI for subscription based domain monitoring and protection API.
- Webmaster for Alabanza.com, BulkRegister.com, TruePresence.com.
- Developed UI, code and maintain website for BulkRegister.com from a previous design template.
- Conceptualized and created print marketing materials, direct mail, email blasts, proposals, presentations, exhibit booths, and signage for all divisions.
- Maintained a 3 person Mac (OSX) department and hardware.
- Handled pre press operations and collaborations with printers for offset, large format and other output.

**1988—Present : Consulting : Baltimore, MD :**

**Marketing and Creative Consultant**

Marketed, sold and produced all types of communications initiatives working directly with executives, managers and supervisors of corporations, non-profit organizations, government agencies, advertising agencies, churches and institutions. Provided services in consulting/system management, design, illustration, layout/page composition, web design and hosting, pre press imaging, music engraving, interactive multimedia, animation, MIDI music accompaniments and sound tracks.

- Conceptualized and developed international website for the National Conference of Catholic Bishops in conjunction with the Pro-Life Secretariat. <http://www.hopeafterabortion.com>.
- Directed, produced and replicated a one hour audio cassette for distribution to all diocesan clergy in the United States which was distributed in September of 1999 for the NCCB.
- Conceptualized and designed a large format, full color template for creating scientific abstracts for display in poster for Corning Medical Laboratories. Used this template for numerous future abstracts.
- Consultant to numerous departments of The Health Care Financing Administration (Medicare/Medicaid) providing design, layouts, illustrations, design, pre press for many of its major publications including graphics for President and Hillary Clinton's Health Care Initiative to Congress. Also produced overheads, flip charts, slides, large format prints (ONYX system), book covers, brochures, pamphlets, posters, annual reports to Congress, signage, etc.
- Directed and produced 30 second cartoon animation for The Caplan Group including original music and voice-over for cable air time.
- Interim Production Supervisor for The Catholic Review, Baltimore's largest weekly for a 3 month term to revamp and upgrade the production process including all advertising design and production, and digital imaging technology.

# Experience

(cont'd)

- 6 month term as designer for Catholic Relief Services, World Headquarters.
- Award from Donna Shalala for excellent creative design and support for production of publication.

**Sep. 2000—Jul. 2001 : Novak-Birch : Baltimore, MD :**

**VP eMedia**

**www.novak-birch.com**

- Developed Flash plasma screen presentations including animation and audio, web site architecture and development, PowerPoint presentations, print collateral.
- Directed and managed UNIX web hosting technologies including web site development, beta structures, ftp, and email accounts.
- Designed and developed audio/visual technologies (hardware and software) for large format exhibit presentations.

**Nov 1997— Sep 2000 : Cadmus Professional Communications :  
Linthicum , MD : Electronic Communications Manager**

Managed branding and marketing initiatives for the largest provider of publishing services in the world.

- Managed exhibit graphics, intranet (Exchange Server) and webmaster responsibilities in collaboration with the executive team based in Richmond, VA.
- Conceptualized and developed large format color process mapping charts and Flash based animated 3-D isometric web site for Lippincott Williams and Wilkens.
- Conceptualized and produced 24' wide booth graphic (6 panels) for display at Seybold 2000, The American Association of Publishers 2000 and The Society for Scholarly Publishing representing the unfolding concepts in digital publishing and the latest offerings of CPC, one of the world's largest communication companies.
- Produced digital video training series (Final Cut Pro-Macintosh). Created a distribution mechanism both for intranet (streaming video training site) and VHS duplication.
- Conceptualized and developed intranet Document Distribution System which was utilized for sharing internal documents among its nine divisions throughout the Eastern US.
- Aided in the development of eJournals (online journal publishing systems). Clientele including Nature.com, Journal of Immunology, The Endocrine Society.
- Conceptualized/developed specification for an online abstract submission and interactive meeting planner system.
- Designed and developed an Introduction to Online Journal Walkthrough CD-ROM in collaboration with The Endocrine Society for the 1998 National Annual Conference of Endocrinology.

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# Education

1981 Peabody Conservatory of Music

1977 - 1980 Towson State University

1969 - 1973 Peabody Preparatory of Music

1970 - 1973 Towson High School