



Paul Sherer Portfolio



A motivated self-starter with a true entrepreneurial spirit and multifaceted background in serving the roles of creator, developer, and designer.

Website Design

Video Production

Graphic Design

☎ 814.688.4235

✉ wolfymaster@hotmail.com

wolfymastermedia.com

 [/wolfymaster](https://www.youtube.com/wolfymaster)

 [/in/wolfymaster](https://www.linkedin.com/in/wolfymaster)

CREATOR • DEVELOPER • DESIGNER

PAUL SHERER

WORK EXPERIENCE

WolfyMaster Media

Owner / Creative Director
2009 - Present

- Over 5 years of experience working with clients & deliverables
(Experience managing projects completed on time, within budget, and of expected quality)
- Built upon established frameworks and libraries
(MVC, WordPress, CakePHP, Bootstrap, jQuery)
- Adapted existing website software to meet business requirements
(CMS child themes, Widget & Plugin Development, X-Browser Compatibility, Social Media Integration, Payment Gateways)
- Utilized key application development tools
(XAMPP, Version Control, Git, phpStorm IDE)

- Virus/Malware removal, wireless networking, phone & TV support
- Assisted students with problems connecting to the university Wi-Fi
- Removed infectious objects from student computers
- Provided troubleshooting to students for phone, TV, or internet problems

ResNet
Support Center
Student Worker
2012 - Present

HIGH ENERGY

COOPERATIVE

DEPENDABLE

SELF STARTER

MOTIVATED

FAST PACED

INTELLIGENT

PRODUCTIVE

CAREER-RELATED EXPERIENCE

- Tech Intern* Animalistics Outdoors, Warren, PA
May 2013 - August 2013
- Implemented a Point of Sale software system to modernize storefront
 - Established standard operating procedures for maintaining inventory, updating and utilizing the POS system
- Web Developer* The Boonies International Film Festival, Warren, PA
2012 - Present
- Maintained website using Adobe Business Catalyst leading up to the festival
 - Kept social media accounts and festival website updated with time-sensitive information with respect to schedules, films, and interviews
 - Assisted with technical related questions and advised the Executive Director in technology related discussions
- Head Technician* St. Bonaventure University: Pine Grove, Russell, PA
2010 - 2011
- Developed and maintained website with news and communication essential to students, parents, professors, and the community
 - Setup presentations and other technologies when necessary to assist students or professors
 - Trained students and professors in the use of technology resources and served as support when troubleshooting was necessary

Get **INSIDE** the **MIND** of a
CREATOR

CALL 814-688-4235
to schedule an interview

CAMPUS ACTIVITIES

University Activities Board, 2011 - Present

- *Secretary*, 2012 - Present
 - Maintained website, social media, created promotional materials
 - Reported minutes at weekly board meetings
 - Spoke with prospective students regarding involvement on campus

The Clarion Call, 2012 - Present

- *Online Editor*, 2012 - Present
 - Designed and optimized front-end layout

CU-TV The Nest, 2011 - Present

- *Web Developer*, 2011 - Present

91.7 WCUC-FM, 2012 - Present

- *Web Developer*, 2012 - Present
- *Co-Host of "The Underachievers"*, 2012 - Present

Clarion University Social Media Roundtable, 2013 - Present

- *Social Media Strategist*, 2013 - Present
 - Promoted recruitment and retention at Clarion University
 - Advised administrators on creative ways to reach students using social media
 - Assisted with filming creative short films and promotional material

Clarion Women's Basketball Team, 2011 - 2014

Psychology Club, 2011

Circle K International (Service Organization), 2011

EDUCATION

Clarion University of Pennsylvania

Clarion, PA 16214

Bachelor of Science, Computer Science

Minor: Information Systems

- Leaders in Action Conference
- NYC14 Media Tours Conference

Bachelor of Arts, Political Science

Minor: Psychology

Making Your Summer Mobile 2013



Background

Making Your Summer Mobile is a summer camp for middle school children that teaches mobile Android application development utilizing MIT's App Inventor Software. The camp is hosted by Clarion University of Pennsylvania.

The Job

Create an eye-catching website for a summer camp that would target middle school children, but also was appealing to parents. The website must contain a set amount of information regarding the camp, registration, and deadlines, as well as lesson plans, instructional material, and have the ability to easily update the content and add additional instructional material. The website was originally completed as a class assignment, but was selected as the official website.



Project Breakdown

- ✓ *Branded Design & Graphics*
- ✓ *Joomla! 3.0 Management System*
- ✓ *Custom Modules*

Solution

I used a fresh Joomla! 3.0 installation as the CMS and driving force for this project. Due to time constraints of the project, I chose to use the JM-Lifestyle theme from Joomla-Monster.com. I felt this theme really had the playful, yet professional look and feel that would be appropriate for the target audience. This was a great start, but the project demanded a ton of customization for the client. I created a "brand identity" and color scheme for the camp to use for marketing and throughout the website. This included all graphics and banners used on the site. For lesson plans, I wrote a custom plugin for Joomla!'s WYSISYG that allowed the lesson plan information to be entered via a form which would write the code behind the scenes.

As always, the final result was a single custom Joomla! installation package with branded installation and administration to pull the whole project together.

Animalistics Outdoors

www.coyotevideos.net

Background

Animalistics Outdoors is a feature-rich trapping supply outlet based in Warren, PA.

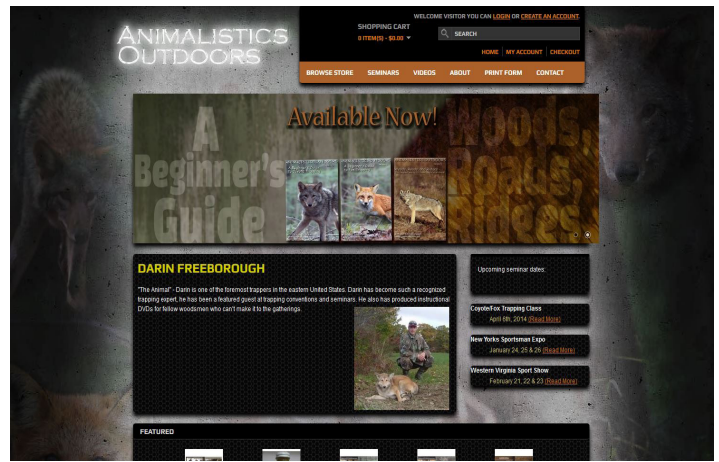
The Job

Develop a complete e-commerce store for an inventory of over 1000 products. The original website was drafted in basic html pages and did not meet the growing demands of the business. The online store should handle a shopping cart, allow discounts and coupons, calculate accurate shipping costs, and connect to a payment gateway. In addition to the store, there should be room for additional information, trapping schedule, advertisement space, and testimonials section for customers.



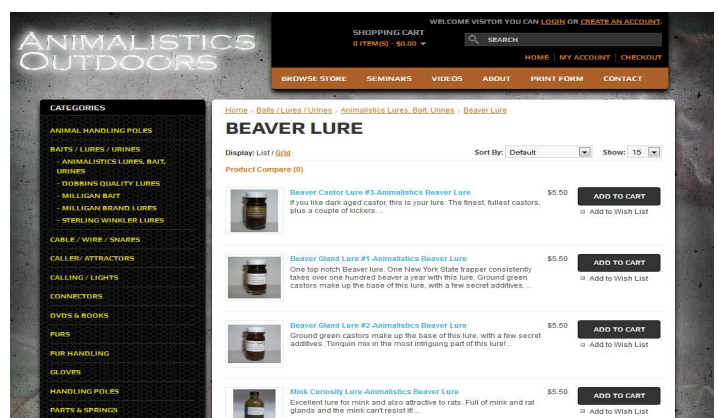
Project Breakdown

- ✓ OpenCart E-Commerce System
- ✓ Several Custom Modules
- ✓ Simple Product Management
- ✓ Branded Design



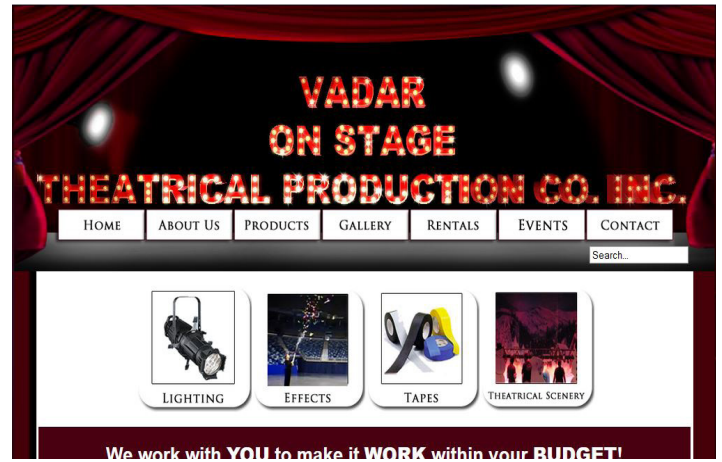
Solution

I started out with a fresh OpenCart installation and decided to work in that environment for the entire website. I made this decision because the store would be the main focus of the entire website. OpenCart has a nice management interface and I found it easier to implement my own additions to the backend rather than add a separate CMS for the other website content. I developed a custom module to handle the input of seminars and events, fixed up the layout which was originally based on the Carbon theme by opencartstore.com, and added additional content areas to act as "pages".



Vadar On Stage

www.vadaronstage.com



Background

Vadar On Stage is an Audio/Visual, Scenery, Sound, and Supply House serving stage, TV, Film Studios, Civic Centers, Nightclubs, Cruise Ships, and Industrial Shows.

The Job

Vadar Theatrical Productions combined with another company to become Vadar On Stage and was in need of someone to revamp their current website and perform regular maintenance. The website needed the ability to display products customers could call to order.

Solution

Originally build using Joomla! 2.5, I updated to Joomla 3.0, keeping most of the original design. I utilized the K2 module to handle products and create an online product gallery. I also created a logo and header to accompany the website and be used on business documents.



Project Breakdown

- ✓ Joomla! 3.0 Management System
- ✓ Custom Theme/Layout
- ✓ Branded Design & Logo



Boonies International Film Festival

www.thebooniesinternational.com



Background

The Boonies International Film Festival is a four day festival of music, art, technology and film, held in Warren, Pennsylvania.

The Job

Update and maintain the existing website with pertinent information regarding the upcoming film festival. Create an engaging and informational source to keep people updated throughout the week of the festival. Additionally, keep social media engaging.

Solution

I maintained and updated the festival website up to and throughout the time of the festival. I released time sensitive information to the public across social media platforms and on the website. I developed graphics and banner advertisements to showcase special films and events related to the festival. I also kept the festival website up to date live during the festival week.

A social media plan was developed for relasing information across the festival's accounts. Within my first year of working the festival had increased its social media usage and seen a dramatic improvement in engaged followers and social media interactions. There is continued development in how social media can continue to be utilized effectively during the week of the festival.

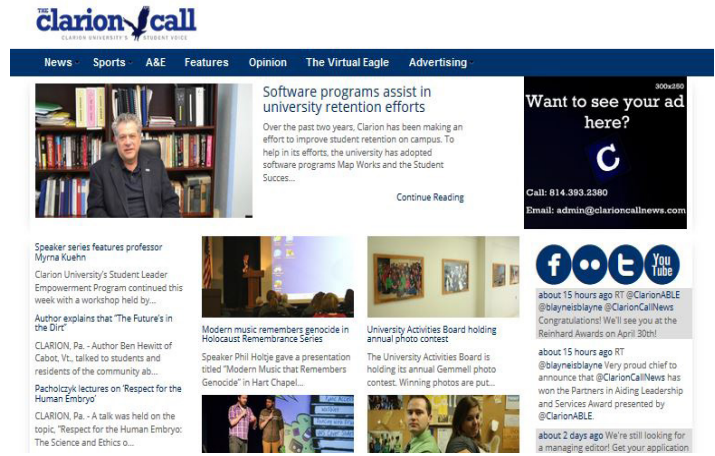


Project Breakdown

- ✓ *Maintenance and Updates*
- ✓ *Adobe Business Catalyst*
- ✓ *Social Media Plan*

The Clarion Call Newspaper

www.clarioncallnews.com



Background

The Clarion Call Newspaper is the student newspaper for Clarion University of Pennsylvania. There are six editors who post their stories each week to the website as well as a virtual campus student who blogs throughout the summer.

The Job

I was hired as the Online Editor my Junior year of college. My responsibility was to create an engaging, professional online edition where students, faculty, and the community could access and read our publication. The website used WordPress as its management system, but was laid out very similar to a blog. My goal was to redesign the layout to look like a newspaper and increase the usability and functionality of the system for non-technical editors.

Solution

The decision was made to keep WordPress because it fit the needs of the newspaper and was familiar to the editors and easy to learn. To extend both the functionality and layout of the website, I utilized the Ultimatum WordPress Framework and Visual Bakery's Visual Composer for WordPress. This allowed the ability to quickly customize layouts and create different templates for each section of the newspaper. It also allowed more flexibility for editors in laying out their stories online using the visual composer.

Additionally, I created an FTP portal to receive documents and images from non-affiliated sources. Our audio podcasts are now automatically converted to HTML5 formats upon upload. The website is responsive for mobile and tablet viewing.

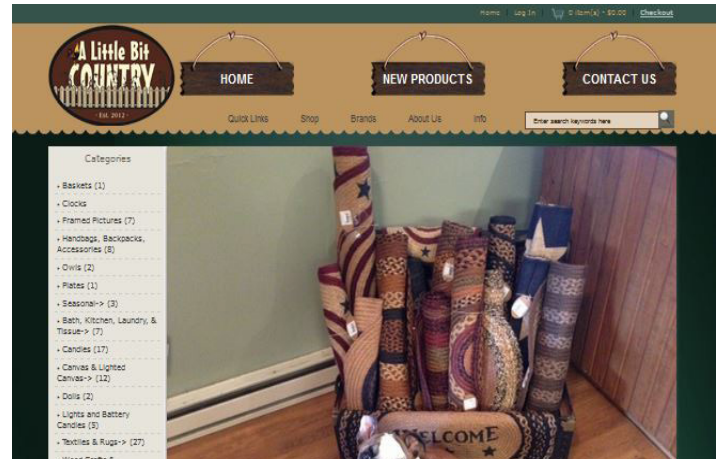


Project Breakdown

- ✔ WordPress Management System
- ✔ Responsive Design
- ✔ Trained non-technical staff

A Little Bit Country

www.littlebitcountryvolant.com



Background

A Little Bit Country is a small, locally owned knick-knacks store in the small town of Volant, Pennsylvania. They are open primarily throughout the summer and fall selling festival and novelty items. As part of my Computer Science degree, I was assigned this project as part of a three person group.

The Job

The client wanted a website where they could sell specific products online to offset their winter sales and expand to a larger market. The website must be easy for non-technical employees to update and maintain. As part of our class project, we were required to accompany the website with a user documentation manual covering operating procedures for the most common tasks.

Solution

We surveyed many E-Commerce CMS with the requirements that it must be free, easily extendable, without much overhead that might confuse our client. We chose Zen Cart specifically for those reasons and due to its large community forum.

My specific role in the project was to design the layout and color scheme of the website. From the logo, I drew a color scheme of browns and greens. I also liked the concept of country and decided to use wooden signs for the top navigation.

The website was presented to the professor and class members as a requirement of the project.

This project was done pro bono



Project Breakdown

- ✓ ZenCart E-Commerce System
- ✓ Branded color scheme

RK Trapline

www.rktraplineproducts.com



Background

RK Trapline is a retail trapping supply company.

The Job

Take an outdated basic HTML website and redesign and update content and products. The client did not want an E-Commerce website.

Solution

I chose WordPress for this project based upon the simplicity of the management system and ability for a non-technical person to work with it. I used the Ultimatum framework to design and layout the website on Twitter Bootstrap. The content was migrated from the old website into WordPress pages.

I used Adobe Photoshop to design the website, then sliced the layout to fit my grid layout in WordPress.



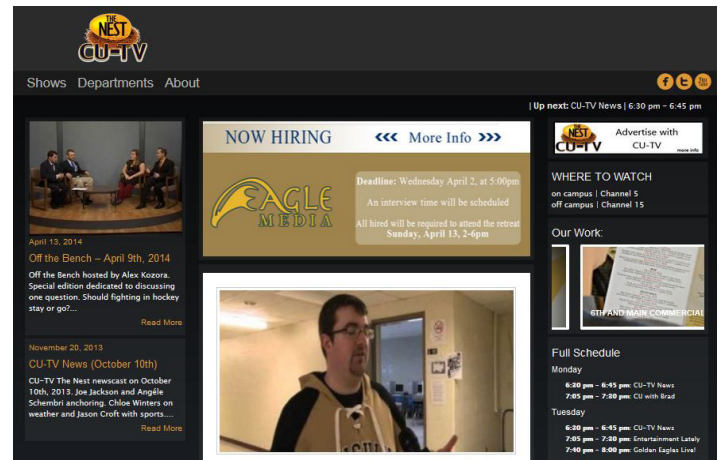
Project Breakdown

- ✔ WordPress Management System
- ✔ Ultimatum Framework
- ✔ Photoshop to WordPress



CU-TV The Nest

www.cutvthenest.com



Background

CU-TV The Nest is the student led television station at Clarion University of Pennsylvania. The station broadcasts four nights per week and needed a website to keep viewers, potential clients, and incoming students informed.

The Job

I was hired as the webmaster for CU-TV where I worked with several members of the executive board on making sure their content stayed up-to-date online. Creative services was also a large part of the website to make sure correct rates and policies were maintained online.

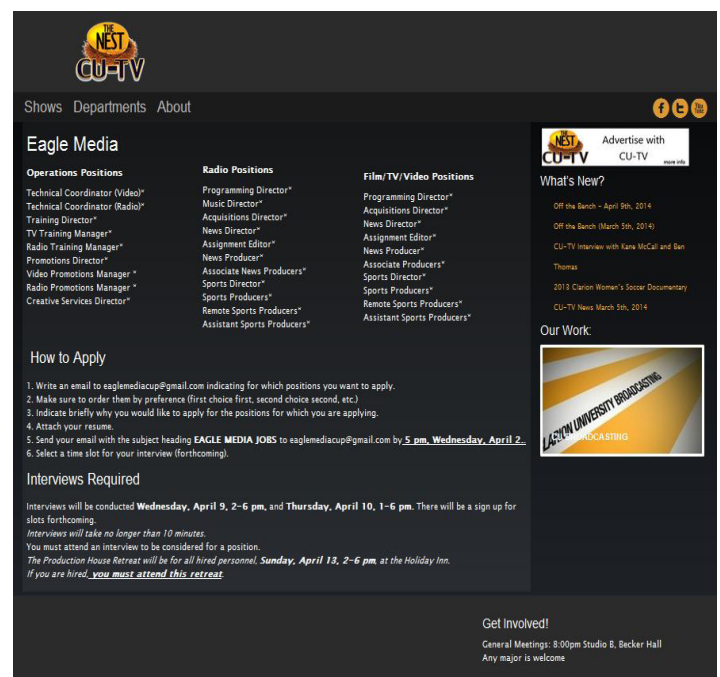
Solution

WordPress was already used for other organizations so it was chosen as the best management system to use for this project. The website was laid out using the Ultimatum Framework for WordPress and several slider plugins. The website is responsive and automatically pulls YouTube videos from the CU-TV Youtube page into posts.



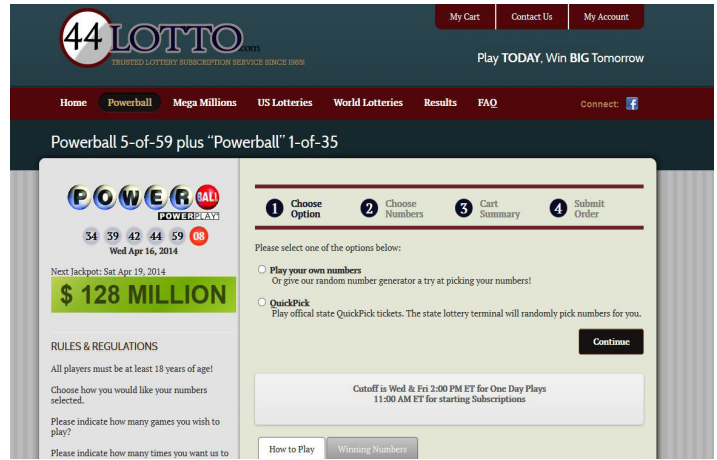
Project Breakdown

- ✔ WordPress Management System
- ✔ Responsive Design
- ✔ Trained non-technical staff



44 Lotto Online Lottery Service

www.44lotto.com



Background

44 Lotto allows customers to purchase lottery tickets online for various lottery games including international lotteries. All updates were previously made by hand using static HTML pages.

The Job

Create a customized WordPress web application that handles every aspect of the online lottery order. This includes customer management, lottery game information, checkout and receipts.

For this project, it was required to purchase a virtual private server so there was a large deal of server setup and configuration.



Project Breakdown

- ✓ Wordpress Web Application
- ✓ Custom Plugin & Widget Development
- ✓ Over 3,000 lines of custom code, hooked into 3 additional libraries, caching of remote lottery XML feeds.

Solution

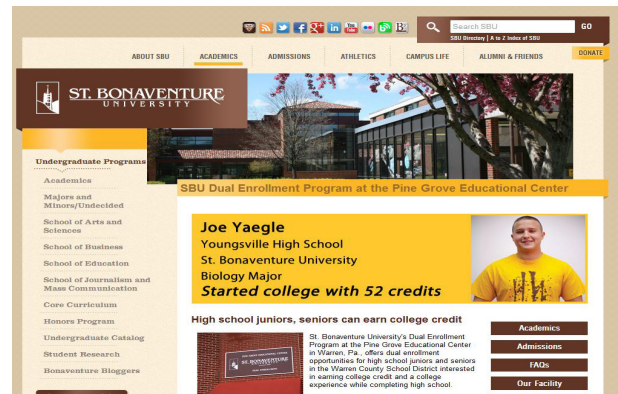
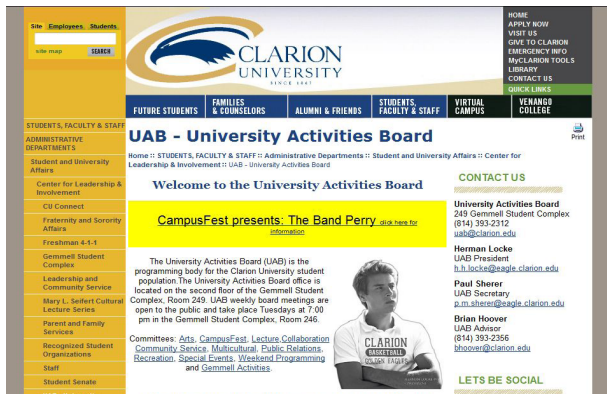
Using the WordPress core as a foundation framework, I built several plugins and widgets to handle all of the required lottery functionality. It was important that non-technical staff could easily add a new game in the future. I built a widget that connects to the xml lottery feed and accepts a few configuration arguments then renders the lottery game information wherever the widget is placed.

I also hooked into how WordPress handles new customers and registration and account information so that customer orders could be retrieved and printed as PDF files to use as a receipt. It was also required that copies of the purchased tickets be able to be uploaded to each customer's account.

There is a mixture of jQuery and JSON requests throughout the code that needed to degrade gracefully if javascript was not enabled.

Clarion University CMS

St. Bonaventure University CMS



Background

Proprietary Content Management Software for Clarion University of Pennsylvania and St. Bonaventure University websites.

The Job

During my time with each school, I was privileged with maintaining parts of the University's website. In both cases I was entrusted as a content editor with the ability to publish content live. All posted content and images reflected the mission and brand of the respective university.

For Clarion University, I maintained the webpages of the University Activities Board. At the start of each semester all 10 committee pages were updated with new committee chair information, contact information, and meeting times and location. Throughout the semester, events that required additional information for the public was added to the homepage of UAB.

For St. Bonaventure University, I designed the layout and wrote the content for their Dual Enrollment program in Warren, Pennsylvania. I drove the website concept and met with web administrators to hash out the details. I was the first to manage the web content for this newly adopted program.

Animalistics Outdoors

Services Performed:

- ✓ Filming
- ✓ Editing
- ✓ Motion Graphics
- ✓ DVD Authoring



Applications Used

- ✓ Adobe Premiere Pro CS5 + CC
- ✓ Adobe After Effects CS5 + CC
- ✓ Adobe Photoshop CS5 + CC
- ✓ Adobe Encore CS5 + CC



Animalistics Outdoors

Seminar Promo

Filmed on the trapline in front of a public seminar, this video is a compilation of over 8 hours of footage. The purpose of this video is to highlight all the learning aspects covered during a seminar and to encourage trappers to attend these classes.



A Beginner's Guide to Coyote Trapping



Trapping Eastern Bobcats in the Dirt & Snow



Woods, Roads, and Ridges

CU-TV The Nest Promo



This video was made as a recruitment tool targeted toward incoming students and freshman at the University. The video was first released across Facebook to gather interest among incoming students the fall of 2013. The video highlights how CU-TV operates with a special focus on the hands on experience students will gain as a member of CU-TV. Current students discuss how CU-TV has helped them in interviews to gain internships.

University Activities Board Promo '12



In an effort to promote involvement in the University Activities Board and introduce students to our purpose, I created a promotional video that highlights some of what UAB does.

This short video features clips from UAB members discussing their involvement with UAB and their favorite events.

University Activities Board Promo '14



Due to the positive feedback from the previous promotional video, I decided to film another video re-highlighting parts of UAB. This video features new members to UAB answering why they got involved and some of their favorite events.

Autumn Leaf Festival

Each Fall Clarion County Pennsylvania has a huge festival during the week of homecoming. In Fall 2013 I decided to create a highlight video of the event as part of the Clarion University Social Media Roundtable. I spent a week filming and editing over 20 hours of footage into a 3 minute highlight video.



Get Involved at Clarion University!

In the summer of 2013 I decided to launch an involvement campaign and challenge incoming students to get involved. I was also in search of a student to take over my positions after I graduate. A short video appeared to be an effective way to communicate my message and show some of the exciting parts surrounding the positions I held.



DJ Spareparts Promo

DJ Spareparts is an event DJ and represented by a production label I have done work for. While covering a university event, I decided to put together this promotional video of the event DJ'd by DJ Spareparts. It is now officially used as a promotional video for DJ Spareparts.



Michael Jackson's Thriller Video

Released
October 31st, 2013



In the Fall of 2013, Clarion University Social Media Roundtable decided to create a video to Michael Jackson's Thriller in an effort to promote the university's mission of recruitment and retention. Due to time constraints and an quickly approaching Halloween deadline, support for this video was low.

I took lead on the project and pulled from outside resources to bring the project together in just under 4 weeks. The video includes several academic buildings, the university dance team, and university hip-hop team.

Golden Eagle Productions

Released
April 10th, 2013

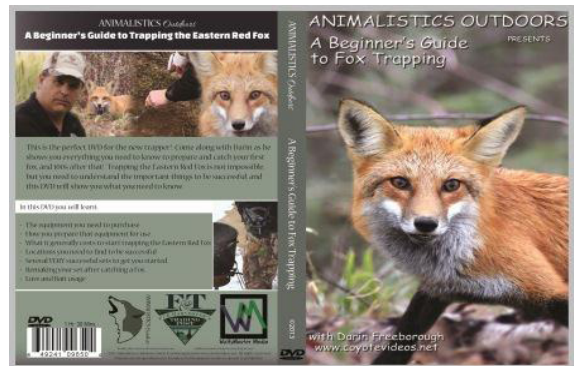
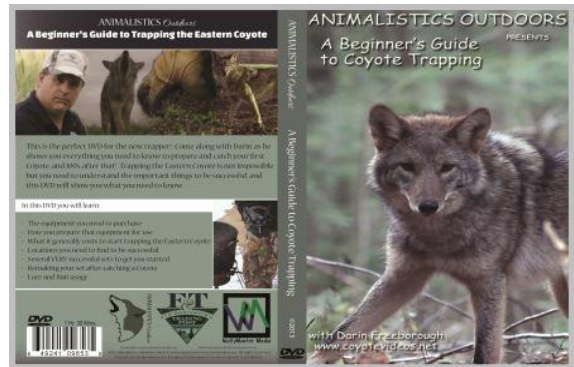


The Department of Communication at Clarion University was interested in launching a production house the Fall of 2013. My task was to develop a promotional video that highlighted the key features of the production hosue that would be shown to prospective clients. The video incorporated teh students' areas of expertise and demonstrated the quality of work clients would receive.

Animalistics Outdoors Coverart & Graphics

I created all the motion graphics and animations for several DVDs. Including menu designs and animation and video introductions.

I utilized Adobe Illustrator for the DVD coverart designs. Photos for the "Beginner's Guide" DVDs were taken by me.



The Stingerz Logo & Business Card



Designed the logo and business card for a Florida-based rock band. The bee is vector art, purchased by the band. It was manipulated and combined in photoshop with shiny, honey text that spells out, "The Stingerz".

WolfyMaster Business Card



Designed my own logo and business card layout. The design features my own color scheme.

44Lotto Logo



Designed the 44 Lotto logo as part of developing the website for 44lotto.com

Vadar On Stage Logo



Designed the Vadar On Stage logo as a part of the new website launch for use in header and on official documents.

Wilson's Sure-Thing Lures Catalog

Designed a full 12 page layout for this upstate New York trapper. The catalog features images, product information, and a tear-out order form on the back page. The catalog was laid out using Adobe InDesign.



Front Cover



Front Inside Cover

Clarion Call Rate Card

Clarion Call 2014 Spring Print Advertising Rates

Size	Student Rates	Local Rates	National Rates
B&W	\$4.00 per column inch	\$6.00 per column inch	\$6.00 per column inch
Full Color	\$4.00 per column inch	\$6.00 per column inch	\$6.00 per column inch
2x6	\$40 B&W / \$45 color	\$10 B&W / \$15 color	\$10 B&W / \$15 color
Quarter Page	\$120 B&W / \$135 color	\$150 B&W / \$165 color	\$150 B&W / \$165 color
Half Page	\$240 B&W / \$270 color	\$300 B&W / \$330 color	\$300 B&W / \$330 color
Full Page	\$504 B&W / \$567 color	\$630 B&W / \$693 color	\$630 B&W / \$693 color

Classified Advertising
Our rate for classified advertising is \$0.20 per word. Email addresses, websites, and phone numbers are considered to be one word. For more information regarding classified advertising, please contact our Managing Editor at managing@clarioncallnews.com or by phone at (814) 393-2380.

File Requirements
The Clarion Call will accept advertising art from all computers and operating systems automatically. Files must be submitted in PDF format. All artwork can be sent in PDF format to advertising@clarioncallnews.com.

Spring 2014 Publication Dates

March 6, 2014	April 10, 2014
March 13, 2014	April 17, 2014
March 27, 2014	April 24, 2014
April 3, 2014	May 2, 2014

Editor in Chief: Sylvia Sheaffer
Managing Editor: Mark Erck
Advertising Manager: Cathi Boykin
Business Manager: Adam Anagnostis
Production Manager: Adam Anagnostis
News Editor: Emily Miller
Features Editor: Emily Anagnostis
Arts & Entertainment Editor: Amanda Allegretto
Sports Editor: Jacob Cleveland
Graphic Editor: Gregory Plo
Photographer: Gregory Plo

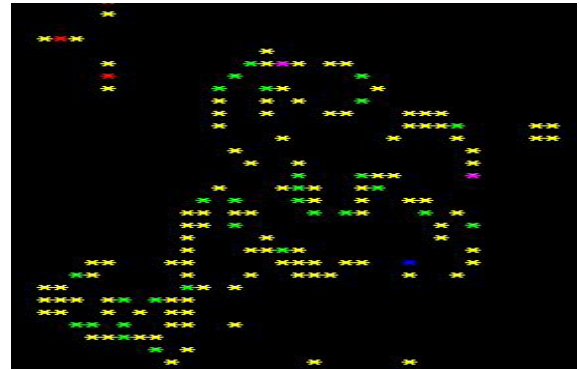
Redesigned the rate card for the Clarion Call Newspaper. Gave it an updated look accented by the Clarion blue. This card is distributed to potential advertising clients. Created using Adobe InDesign.

Classroom Projects and Programs



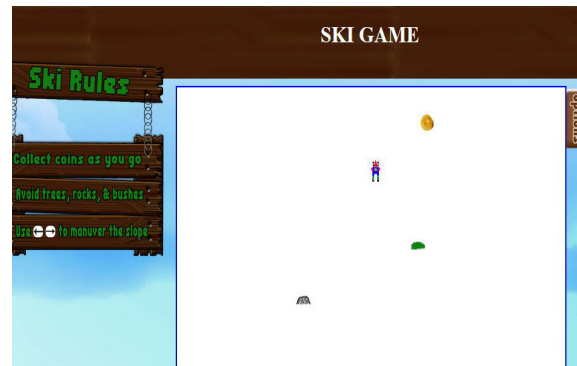
Oh No! Jody

A Java game which simulates Pac-Man with my own twist. Jody is a professor and must collect all the students assignments scattered across the game. He must avoid colliding with all students who consistently try and track him down. Jody likes fruit, so when fruit appears, he can "eat" it giving him the ability to remove students from the game. For each progressive level, Jody must defend against more students.



Game of Life

A C# console game demonstrating the game of life. It prompts the user for the grid height and width, then sets the console window accordingly. Users have the option of selecting a random configuration or select a preprogrammed one. They then select the number of generations the simulation should run through before reprompting the user.



SKI Game

A javascript game, users navigate a ski player down a cliff while avoiding obstacles and collecting tokens. The game keeps track of the number of tokens collected and has several game options that can be configured from a fly-out option pane.

The Road So Far ...

In 2009 I started a business offering web development and video editing services to local shops in my area. Recognizing the ability to expand beyond people I knew, I started advertising and marketing online. Over the last five years I have worked with dozens of clients across the United States to design and develop their projects. What originally was planned as a short-term summer gig has transformed into a full-time, year round job.

I maintained by business through college and continued to pick up clients and side projects more frequently. At times it was a true balancing act between my business, two on-campus jobs, and an 18 credit course load every semester. Despite the pressure, I was able to finish college in three years, earning a B.S. in Computer Science and a B.A. in Political Science, with minors in Psychology and Information Systems.

I define myself as a creator, developer, and designer. I challenge myself to improve daily and I am constantly seeking ways to improve and collaborate with others. I look forward to the opportunity of working with you soon.



Current Side Projects

As an avid learner, I am constantly looking to create solutions to common problems or repetitive tasks I encounter, and increase my repertoire of skills and disciplines. These are some of the projects I am working on or would like to create.

- ✓ A C# minutes program for UAB
- ✓ Student Involvement Video for CU
- ✓ Local online business directory and ratings system for the Clarion Call
- ✓ My own branded CMS

