
KEISUKE HOASHI

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EDUCATION

- ▼ M.S. TECHNICAL COMMUNICATIONS with Graphics Certificate (1993)
Rensselaer Polytechnic Institute (RPI) • Troy, NY
- ▼ B.A. ENGLISH / WRITING, MUSIC MINOR (1989)
Potsdam College / The Crane School of Music • State University of New York
 - Special Award, Achievement in Journalism
 - Co-Editor-in-Chief, North Country Literary Magazine (1988–89)
 - Arts Editor & Copy Editor, The Racquette Newspaper (1986–89)
 - International English Honor Society, Sigma Tau Delta
- ▼ BOSTON UNIVERSITY: COLLEGE OF COMMUNICATION (1985–86)
- ▼ STUYVESANT HIGH SCHOOL • New York, NY

FREELANCE WORK EXPERIENCE

- ▼ WRITING SERVICES
 - Technical writing & editing (non-profits, cloud computing, medical)
 - Advertising, publicity, marketing (theater, casting, music, education)
 - Copywriting (government, technical, user guides, website)
- ▼ WEBSITE SERVICES
 - Webmaster: Full site setup, management & maintenance
 - Designer: Graphic design & user interface design
 - DBA: Database administration, management & custom reporting
 - Social Media Management
- ▼ GRAPHIC DESIGN
 - Identity: Logos, letterheads, stationery, photo manipulation
 - Publicity: brochures, flyers, mailers, programs, posters, banners
- ▼ TECHNOLOGY CONSULTING SERVICES
 - Hardware & software troubleshooting, repair, upgrades, installations
 - Networking solutions
 - User support, training & hand-holding

CORPORATE WORK EXPERIENCE

- ▼ NCR CORP (aka TERADATA, AT&T GIS) • El Segundo, CA (1993–98)
 - “Information Products Developer” — For the Teradata Relational Database Management System, wrote, edited, designed & programmed training software, print manuals, online documentation, and web-based educational modules
 - Multimedia & Graphic Designer
 - Video Director: Demos & Presentations of new NCR Multimedia Products
 - Computer Hardware Support
- ▼ CANON USA INC. • Lake Success, NY (1992–93)
 - Technical Writer/Editor, *Canon Micrographics User and Maintenance Guides*
- ▼ IBM CORP • Kingston, NY (1991–93)
 - Technical Writer/Editor, IBM 6090 Graphics Systems
 - Cartoonist & Graphic Artist, IBM Kingston Newsletters

**TEACHING & ARTS
ADMINISTRATION
WORK EXPERIENCE**

- ▼ HOASHI COMMUNICATIONS, INC. • Madison Ave, NYC (1991–2007)
 - Advertising copywriter & editor for NYC-based graphic design & corporate communications studio; computer hardware & software technical support
- ▼ NEW YORK STATE ASSEMBLY • Albany, NY (1989–90)
 - House Operations Office: Wrote, designed, and edited mailers, newsletters, and constituent communications for elected officials of the NYS Legislature
- ▼ FOUNDER / PRESIDENT, Michigan Performing Arts Camp, Adrian, MI
4-week summer arts camp, ages 10-18 (2016)
 - Program Design & Development – Corporate Identity – Marketing & Advertising – Graphic Design – Website Design & Mgmt – Scheduling – Community & Corp Relations – Social Media – Database Admin
- ▼ CO-FOUNDER / DIRECTOR OF COMMUNICATIONS / HOST
New York Summer Music Festival (NYSMF) • Oneonta, NY (2006–2013)
6-week summer music camp, ages 10-25
 - ▶ COMMUNICATIONS
 - Primary point of contact for all customer & community relations
 - Corporate Communications & Graphic Design: Marketing – Advertising – Publicity – Recruitment – Customer & Comm Relations – Social Media
 - Hosted all public performances (appx 400)
 - ▶ OPERATIONS
 - Webmaster – Website Designer – Database Admin – Networking
 - Official Festival Photographer, Videographer, Archivist
 - Wrote Staff Handbook, trained & mentored counseling staff
 - ▶ TEACHING
 - Director: Acting & Writing Program
 - Teacher: Daily classes in Acting, Filmmaking, Musical Theater
 - Produced over 100 student films & 20 original one-act musicals
- ▼ FACULTY – MUSICAL THEATER, Hartwick College
Summer Music Festival & Institute (HCSMF&I) • Oneonta, NY (2005)
 - Originated & taught classes in Acting, Filmmaking, Musical Theater Production Workshop; produced 10 student films & 2 original musicals
- ▼ GUEST LECTURER
 - Hartwick College Music Department • Oneonta, NY (2016)
Topic: “How to Succeed as a Creative Professional”
 - Los Angeles CA Veterans Administration Hospital (1998–2005)
Hands-on tech demos/lectures for military veterans in group therapy sessions
 - Screen Actors Guild: Actor’s Work Program • LA, CA (1997–2002)
Topic: “How to Have an Acting Career AND a Parallel Career”
- ▼ BOARD OF DIRECTORS / GRANTWRITER
 - Secret Rose Theatre, North Hollywood, CA (1999–2005)
 - Fire Rose Productions, North Hollywood, CA (1999–2005)
 - Venture West Theatre Company, Beverly Hills, CA (1995–2000)

ACTING

- ▼ 80 COMMERCIALS
 - Visa, IBM, Sprint, Miller Beer, Yamaha, McDonald's, Pontiac, Citi, AmEx
- ▼ 75 TV & FILM CREDITS
 - Big Little Lies, Law & Order, Jimmy Kimmel Live!, Bob's Burgers, Jane the Virgin, Mad Men, Criminal Minds, The King of Queens, Entourage, iCarly
- ▼ 150+ THEATER & MUSICAL THEATER PERFORMANCES
 - The Teahouse of the August Moon, My Fair Lady, 1776, Anything Goes, Madame Butterfly, The Iliad, Theft
- ▼ VOICEOVER & LIVE NARRATION
 - Orchestras, chamber ensembles, audio books, educational animation, documentary, corporate training, pharmaceuticals
- ▼ CORPORATE TRAINING VIDEOS
 - AT&T, NCR, IBM, LRN, Toyota, Fedex
- ▼ WRITER, PRODUCER, DIRECTOR, LYRICIST
 - Musicals, films, pilots, plays, shorts

CORPORATE AWARDS

- R&D AWARD ▶ Teradata RDBMS Multimedia Presentation, NCR Corp.
- AWARD OF INNOVATION ▶ Teradata, NCR Corp. (three-time winner)
- AWARD OF MERIT ▶ NCR Partners Conference, NCR Corp.
- AWARD OF MERIT ▶ AT&T Global Information Solutions
- APPRECIATION AWARD ▶ IBM 6090 Graphics System Conference, IBM
- TEAMWORK AWARD ▶ IBM Graphics Systems Solutions Newsletters

CREATIVE AWARDS

- Best Actor ▶ Maddy Award for Excellence in Los Angeles Theatre
- Best Ensemble ▶ Maddy Award for Excellence in Los Angeles Theatre
- Dramalogue Award ▶ 5 Nominations for Excellence in Los Angeles Theatre
- Reader's Digest Short Story Writing Award
- Excellence in Playwrighting Award ▶ McKinney Writing Contest, RPI
- Brass Performance Scholarship ▶ New York State Music Camp
- Trumpet & French ▶ Horn Independent Schools Orchestra (ISO); NYC All-City Orchestra and Band; Stuyvesant High School Band, Orchestra, Jazz Band, Stage Band, Musical Production Orchestras; Salute to Music Queens Borough-wide Band and Orchestra

SOFTWARE

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat)
- Microsoft Office Suite (Word, Excel, Powerpoint)
- Macintosh, Windows
- WordPress, phpAdmin
- Wildly obsolete stuff: VM/CMS, Commodore 64/128, SunOS, NotaBene, Final Cut, Final Draft, iMovie, iDVD, PageMaker, QuarkXPress, SoundEdit16, FileMaker Pro, AppleWorks, CorelDraw, Toolbook, Quest, Authorware

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