

Max Sverdlove

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Talented Pennsylvania State University alum and part-time small business owner with varied experiences including, but not limited to: management, production, digital photography, customer service, marketing, website design, website maintenance, web hosting, audio recording and editing, videography, and music performance, seeking career advancement.

Work Experience

Our365 Portraits – Florham Park, NJ

Sept. 2005-Present

(Growing Family Portraits, LLC)

- Assistant to the Lab/Production Manager

- Customer Service

- Portrait Artist Internet Sales Representative

- Member of the senior team leaders group – duties include creating daily schedules, assigning tasks and discussing team goals, distributing requested work from branch offices to appropriate team members, critiquing and inspecting team members log books, and other supervisory-related responsibilities.
- Oversee and facilitate the duties of retaining customers who wish to cancel membership to the birthday club and process cancellations due to atypical situations.
- Act as customer service's technical support team member – duties include setup and training of customer service team members on photography/internet software applications, communicating directly with high-priority customers to inform them of the possibility of performing necessary corrections, touchups, adjustments, etc., and to answer questions from customers and fellow team members regarding issues with flip album/slideshow CDs and other computer-related issues.
- Process highly technical corrections when necessary to resolve customer complaints in a prompt and professional manner – resulting in a decreased number of adjusted orders and an increased retention of the customer-base.
- Manage the process for retrieving returns and flip album/slideshow CDs from branch offices resulting in an increased number of orders processed within contracted production and shipping schedules.
- Designed and created order and request forms for customer service's interoffice communications with the lab and branch offices for the purposes of documentation relating to corrections and missing items on customer orders.
- Oversee and process daily photography corrections, obtained from all members of customer service team, in preparation for printing, utilizing software applications: Express Digital Labtricity, Express Digital Darkroom, Adobe Photoshop, as well as, created and printed photographs and proof sheets on AGFA D-Lab 2 workstations – resulting in increased retention of profits.
- Service sales calls (initial and reorders) via the internet using GoToMeeting and GoToMyPC virtualization software; create and process these orders of photographs stored in the digital library.
- Resolve customer complaints, including contractual issues, via extensive phone coverage and processing of returned orders.
- Contact customers to devise payment plans in order to collect monies owed due to returned payments, resulting in a decreased number of customer accounts being sent to collection agencies.
- Initiate UPS investigations as to damaged and missing shipments.

- Musical Horizon, LLC – Livingston, NJ** June 2005-Present
 (formerly Musical Horizon Mobile Recording and Editing)
- **Managing Member/President/Lead Engineer**
 - Established record label and mobile recording and editing company for the purpose of recording and promoting up-and-coming classically-trained musicians.
 - Expanded scope of services to include servicing larger ensembles.
 - Created division of company (Horizon Videography) that offers video services, as an add-on to parent company's professional audio services.

- Penn State School of Music – University Park, PA** Aug. 2002-May 2005
- **Qualified Student Recording Engineer**
 - Recorded recitals and audition CDs for university ensembles, music faculty, and music students.

- Pennsylvania Centre Orchestra – State College, PA** Oct. 2002-Sept. 2004
- **Violinist**
 - Performed as a substitute performer for several concerts.

- Music at Penn's Woods Festival Orchestra – University Park, PA** June 2002-July 2002
- **Violinist**
 - Performed as a member of the festival orchestra.

Volunteer Experience

- Bnai Keshet – Montclair, NJ** June 2010-Present
- **Website and BK Blast Communications Committee Chair**
 - Update and maintain the synagogue website with all announcements, events, news topics, etc. using cPanel, Drupal, FTP, and other web hosting applications.
 - Collaborate directly with hired website design/maintenance consultant.
 - Design, edit, and collect articles for the weekly community newsletter (BK Blast) in coordination with Board of Directors and religious leaders using services provided by Constant Contact.
 - Reinvent the former monthly print/PDF publication, Rainbow Reporter, into a new media format for distribution via the website and BK Blast.

Educational Experience

- Pennsylvania State University – World Campus** Aug. 2008-Present
- **Law and Society (BA)**

- Pennsylvania State University – University Park, PA** Aug. 2001-May 2005
- **Music Performance (BM)** BM (May 2005)
 - Awarded: Bryce and Jonelle Jordan Music Scholarship for entrance audition to the School of Music - \$24,300
 - Achieved Deans List: 4 Semesters

- Livingston High School - Livingston, NJ** Sept. 1997-June 2001
- **Academic Diploma** Diploma (June 2001)
 - Achieved Honor Roll: Several Marking Periods
 - Independent Study: Television Production 2000-2001
 - Produced 45 minute video documentary
 - Produced, videotaped, and edited promotional advertisements
 - Worked all crew positions, including directing a 30 minute live broadcast to the local community access television channel.
 - Helped setup equipment at various locations.
 - Provided assistance in helping to train other students.

Bowdoin International Music Festival - Brunswick, ME

Summers: 1998-2005

- Participant/Violinist

- Studied with internationally-renowned faculty members
- Performed with festival orchestra and in chamber music ensembles
- Received scholarships several years

Violin Lessons and Masterclasses

1989-Present

- Studied violin since age of four with various teachers.
- Rated "Outstanding" by American String Teacher's Association
- Received scholarships and awards

Latest version of this resume can be downloaded @ <http://www.maxsverdlove.com>