JACOB KARSEMEYER

TORONTO, ONTARIO, CANADA
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EDUCATION

2004 - 2008 **McMaster University** Hamilton, Ontario
Bachelor of Arts with Honours

- Majored in Multimedia and Communication Studies.

WORK EXPERIENCE

2008 – Present **Ministry of Training and Colleges** Toronto, Ontario
Web Development

- Implemented new designs.
- Updated website with documents on a weekly basis.

2008 - Present www.**PushingPlay.**com Toronto, Ontario
CEO & Founder

- Develop and execute launch strategy
- Recruit and manage a staff of 5 writers and 2 editors.
- Update site multiple times daily with news and reviews.
- Promote the site through viral advertising.
- Overlook weekly columns.
- Produce weekly podcast that includes interview with key players in the video game industry.

2008 **Heroic Interactive** Toronto, Ontario
Junior Game Designer/Marketing

- Translate children's television shows into interactive online games.
- Design and develop gameplay mechanics with a team of 2 programmers and 2 artists.
- Developed marketing materials to acquire sponsorships and funding.

2008 **CHCH News** Toronto, Ontario
Industry Expert

- Discussed the implications that violent video games have on gamers, and society in general.
- Gave a brief overview of GTA 4 and the violence depicted in it.

2008 **Half-Life: Havoc** Toronto, Ontario
Senior Thesis Project

- A video game physics lesson, built using the Halflife 2 editing suite.
- Received over 20 000 page views with reviews in six languages.
- Designed puzzles that demonstrate in-game physics.
- Arranged and recorded audio commentary to explain various elements of the game.

2007-2008 **Dance Futura** Hamilton, Ontario
Director

- A year of daily youtube videos of Mike Long dancing in various locales.
- Scouted locations, picked appropriate music, planned content, edited video, and posted them on youtube.
- Over 400 videos with a total of over 1.5 million views.

2007-2009 **Format Online Magazine** Toronto, Ontario
Consultant

- An online urban fashion magazine.
- Assisted in planning, design, and implementation of the project.
- Over 800 unique daily visitors.

2006 – 2008 **The Silhoutte** Hamilton, Ontario
Writer

- Write extensive critiques on video games and video game culture.

2006 – 2008 **Brandimensions** Toronto, Ontario
Data Categorizer

- Turned consumer opinions on video games into numerical data.

2005 – 2006 **Columbia International College** Hamilton, Ontario
IT assistant

- Assisted in implementation and maintenance of a 300 computer network.
- Dealt with technical problems and helped people learn to use the computer systems.

2003 - 2004 **The Camera Place** Toronto, Ontario
Sales Representative

- Visually composed in-store and window displays to attract customers.
- Helped customers find cameras that met their specific needs.

2000 - 2002 **First Capital** Toronto, Ontario
Customer Service

- Diffused problems with clients over the phone.

1998 - 1999 **Carbon Computers** Toronto, Ontario
Co-op Placement

- Assisted technicians with repairs and upgrades.

1998 **A VRML Dream** Toronto, Ontario
Virtual Puppeteer

- Controlled an avatar's arms, legs, and head movements with joysticks.
- A VRML Dream was the first live online streaming 3d visual/audio performance.

References are available on request.