

James E. Metzger (he/him)

jem@edwardbutcher.com

Brooklyn, New York (land of Canarsie & Lenape)

[LinkedIn](#)

[writing portfolio](#)

cell: 1-707-843-1966

An affable, empathic and energetic spirit with a broad range of professional and creative experiences. Driven by a well-formed artistic process, collaboration, brainstorming, and storytelling arrive like a sixth sense. Balancing both vision and detail with theory and practice, each opportunity is a chance to connect, communicate and learn. He seeks to embrace and offer presence and respect, to honor all viewpoints, yet hold to truth with kindness.

“James has never met a stranger.”

SKILLS and EXPERTISE

- Trained: Microsoft Office, Google Suite, Slack
- Strong written, oral, and presentation skills
- Intermediate skills: Canva, ZenDesk, ClickUp
- Training in *Understanding by Design* and ADDIE
- Fundamentals of Grant Writing: [course completed](#)
- Second hand nature in positively engaging all people
- Organized, self-motivated, detail & deadline oriented
- Basic skills: Lessonly, Wordpress, html, Adobe Illustrator
- Rich experience with creative storytelling and collaboration
- Abstract thinker with seasoned research and analysis skills

LIFE PATH EXPERIENCES

Sewist and Performance Artist

July 2016 – present

[Oftaway, personal studio](#)

- Commissions and collaborations of bespoke menswear & festival wear from found or recycled materials.
- Live performances - “Fast Fashion is Here” – allowing audience to create unique garments in 5 minutes.
- Positive reception at monthly arts and craft events, as well as in storefront in Provincetown, MA.

Project and Talent Coordinator - Social Media

January 2023 – June 2023

[A Great Idea, Brooklyn New York \(remote\)](#)

- Collaborated with Creative Director and 3rd party agents to coordinate strategy while designing and guiding on-brand marketing solutions using 3rd-party design platforms like Design Pickle and Flocksy.
- Full-service social media management of 3 distinct clients, from brainstorming to bulk scheduling.

Content Manager – Education Specialist

March 2021 – October 2022

[Spoonflower \(Shutterfly\), Durham, North Carolina \(remote\)](#)

- Help Center specialist during rebrand for e-commerce disruptor, editing 300 articles for technical and visual consistency while instituting 6 new user pathways and learning tutorials to simplify navigation.
- Wrote KB Style Guide and SEO strategies, reducing weekly tickets by ~500 YOY (the work of 3 CS agents).
- Administered weekly analysis comparing KB search trends with consumer tickets to locate content gaps: led to increase of article database by 20% and 4% decrease of article attachments by CS.
- Facilitated focus groups of CS agents to locate learning needs, inspiring creation of 9 new KB categories.
- Project Manager of 2 localization projects, creating online and print assets before new product rollouts.

- Customer Advocate – CS-IV** **June 2020 – November 2021**
Spoonflower, Durham North Carolina (remote)
- Communication expertise – email, phone, chat, Zendesk – with vendors, customers, artists, trade accounts, colleagues in deadline driven, cross-platform environments with 97% satisfaction rating
- Co-Producer – Creative Development, Events** **October 2016 – June 2020**
It's Still Art (Quiltbag Collective), Oakland, CA
- Creative producer of 2 live art events and 1 group exhibit – cancelled due to COVID – to showcase the work of 30+ artists & writers - including creation and publication of three art catalogs
- Copy Editor** **February 2018 – November 2018**
Alpha Tribe Magazine, Belgium
- Manage English translation and copy improvement for three issues of international LGBTQ publication
- Program Manager – Student Athletics** **October 2016 – June 2020**
Berkeley High School, Berkeley California
Monitored performance of 800+ student-athletes to ensure improved rates of academic eligibility.
- Developed and implemented a range of interventions for 125 student-athletes at 92% success rate.
 - Expanded tutoring program from two to four days/week, supporting 20+ students and leading 4 tutors.
 - Designed self-guided learning module to introduce athletes to NCAA Clearinghouse requirements.
- Assistant Creative Director – Research and Writing** **May 2016 – March 2018**
EyeZen Presents, San Francisco, California
- Collaborative lead for two LGBTQ+ historical productions through devised theater process: brought archival research to 10+ multi-disciplinary artists, musicians and performers to develop original stories.
- Personal Sabbatical – Yoga Teacher Training, Travel** **June 2015 – August 2016**
- Lead Teacher – Math, History** **August 2007 – June 2015**
Valley Oaks School, Petaluma, California
Delivered weekly instruction to 50 secondary school students in unique 1-on-1 learning environment. Built adaptive, standards-based content to align with each learner's academic need, including interventions.
- Designed 23 self-guided courses to support at-home practice: elevated district graduation rates to top 1% in state while ensuring student outputs met attendance goals to achieve 96% of available funding.
 - Built open-ended modules centered around prior-experience into all courses, employing backwards planning and adult learning principles (ADDIE) to bolster more meaningful student-led outcomes.
 - Captain of site-wide, 2-year initiative to streamline state-mandated documentation into cloud - research legal & district needs, train staff of 9 – and saving all stakeholders 2 hours of weekly administrative work.
- Account Manager – Promotional Marketing Firms** **December 1999– October 2002**
- 3 years of end-to-end account management with two distinct creative-solutions promotional marketing firms, supporting up to 100 monthly, multi-layered projects with end-to-end savvy.

EDUCATION

- Princeton University, Princeton NJ** **B.A. U.S. History, 1998**
- Dominican University of CA, San Rafael CA** **M.A. Humanities, 2014**
Graduate Fellow 2012-2013