

Gabe Stuart

January 2022



Digital Production | Product Management | Integrated Production

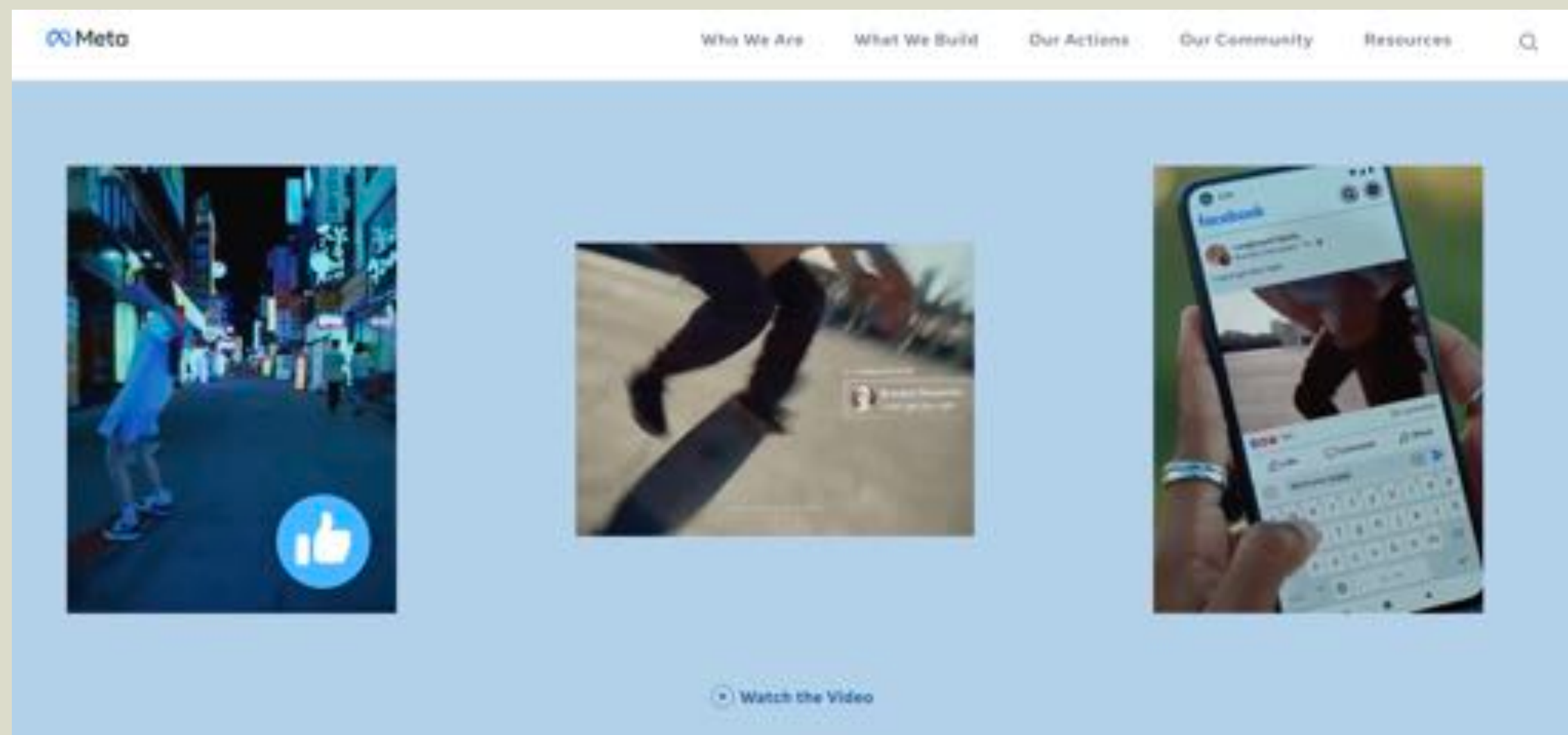
Hi. I'm Gabe. I've been a New Yorker since 2007, and in production since then, getting started in editing, designing and printing books by hand in a small shop in Ditmas Park (with an Instabook machine).

I've worked in digital production at Rokkan, Barbarian, and with the Buckminster Fuller Institute, as well as with a number of private clients looking to produce websites and print media.

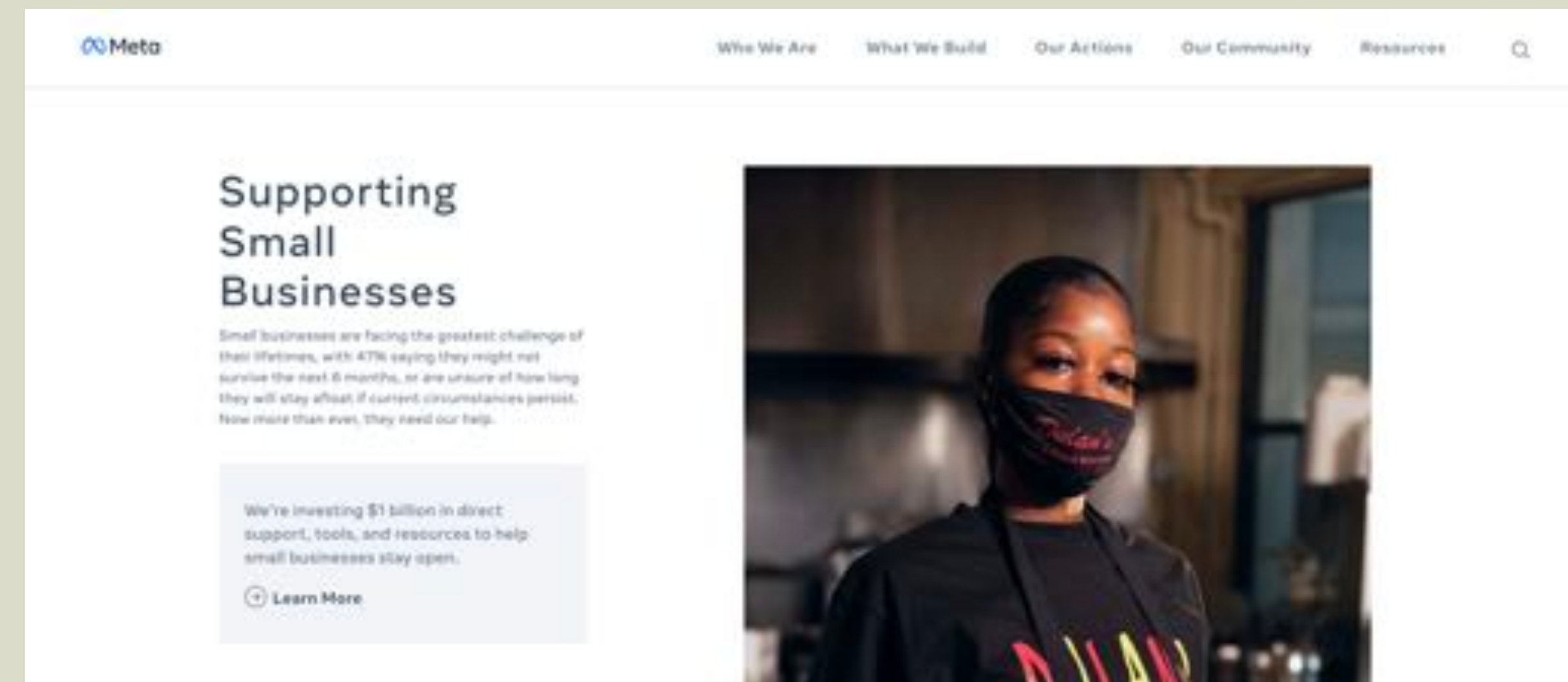
I'll include a few highlights from the past 10 or so years on various projects. But for anything in particular please get in touch!

www.gabestuart.com

gabriel.stuart@gmail.com



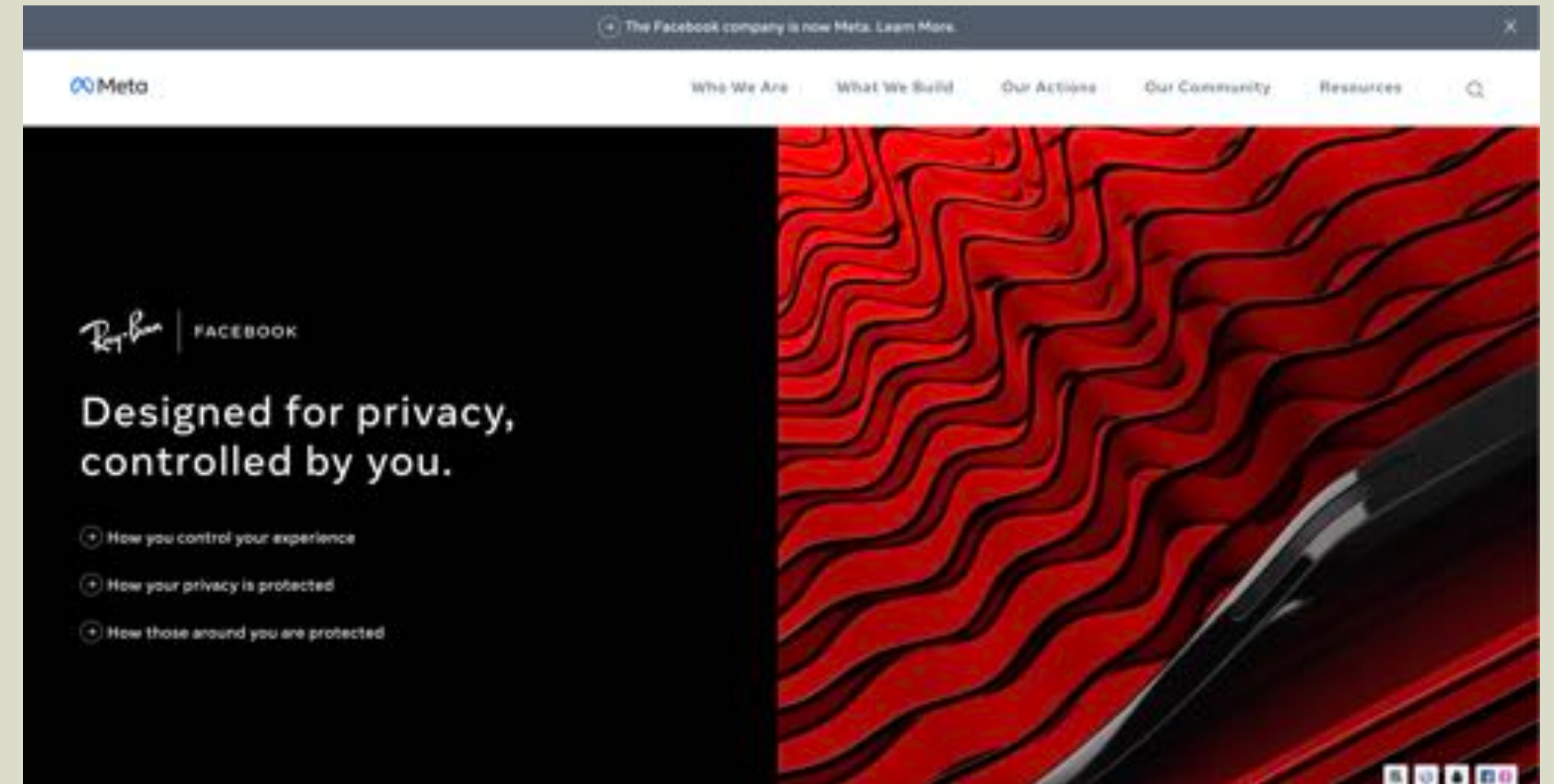
Olympics campaign page for the Tokyo games, 2021:
<https://about.facebook.com/community/changethegame/>



Supporting Small Businesses SPA LP:
<https://about.facebook.com/supportsmallbusiness/personalized-ads/>



Facebook transitions to Meta, Landing Page for October 2021
<https://about.facebook.com/meta/>

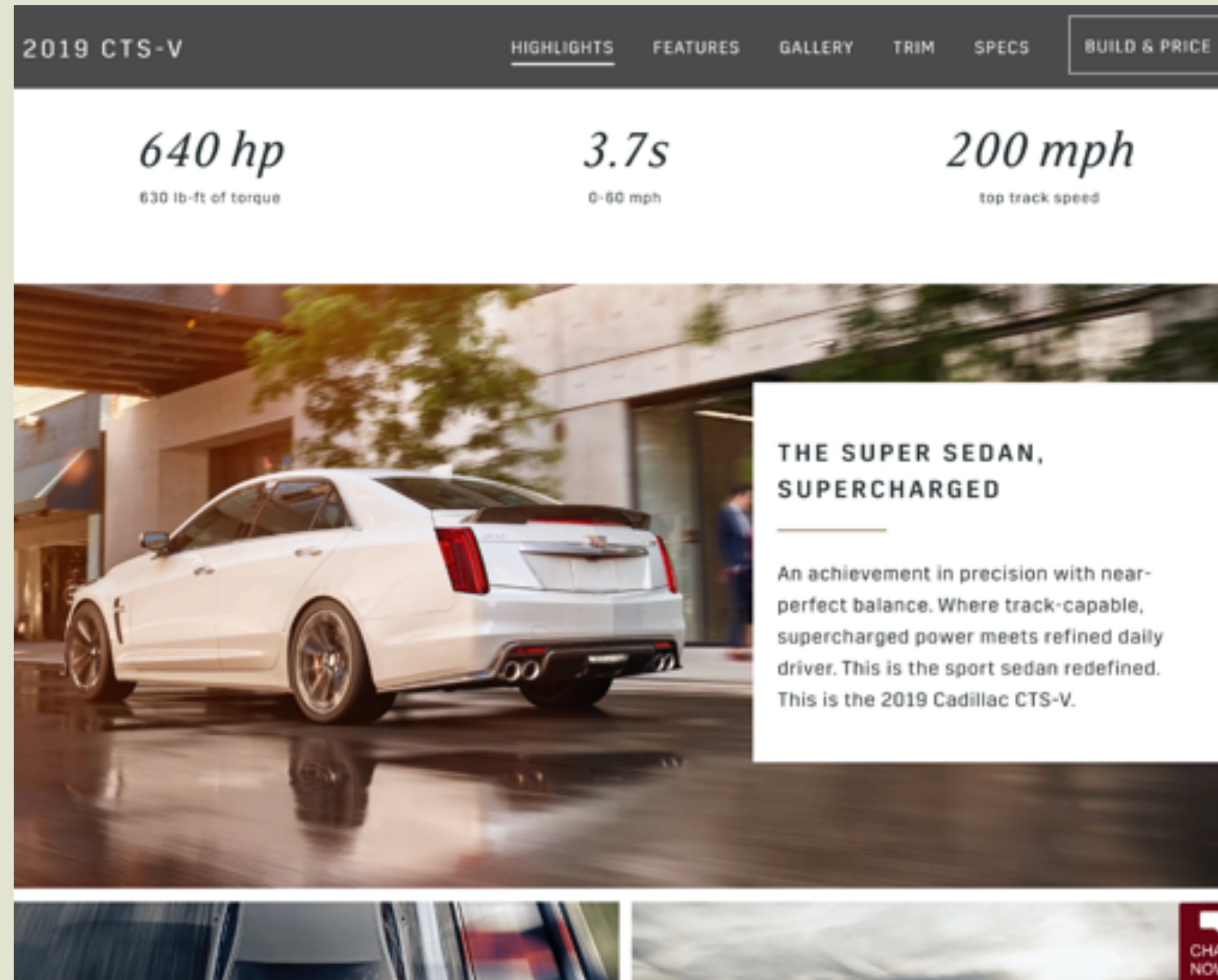


Example of LP for Ray Ban / Meta Stella Privacy page, 2021
<https://about.facebook.com/ray-ban-stories-privacy/>

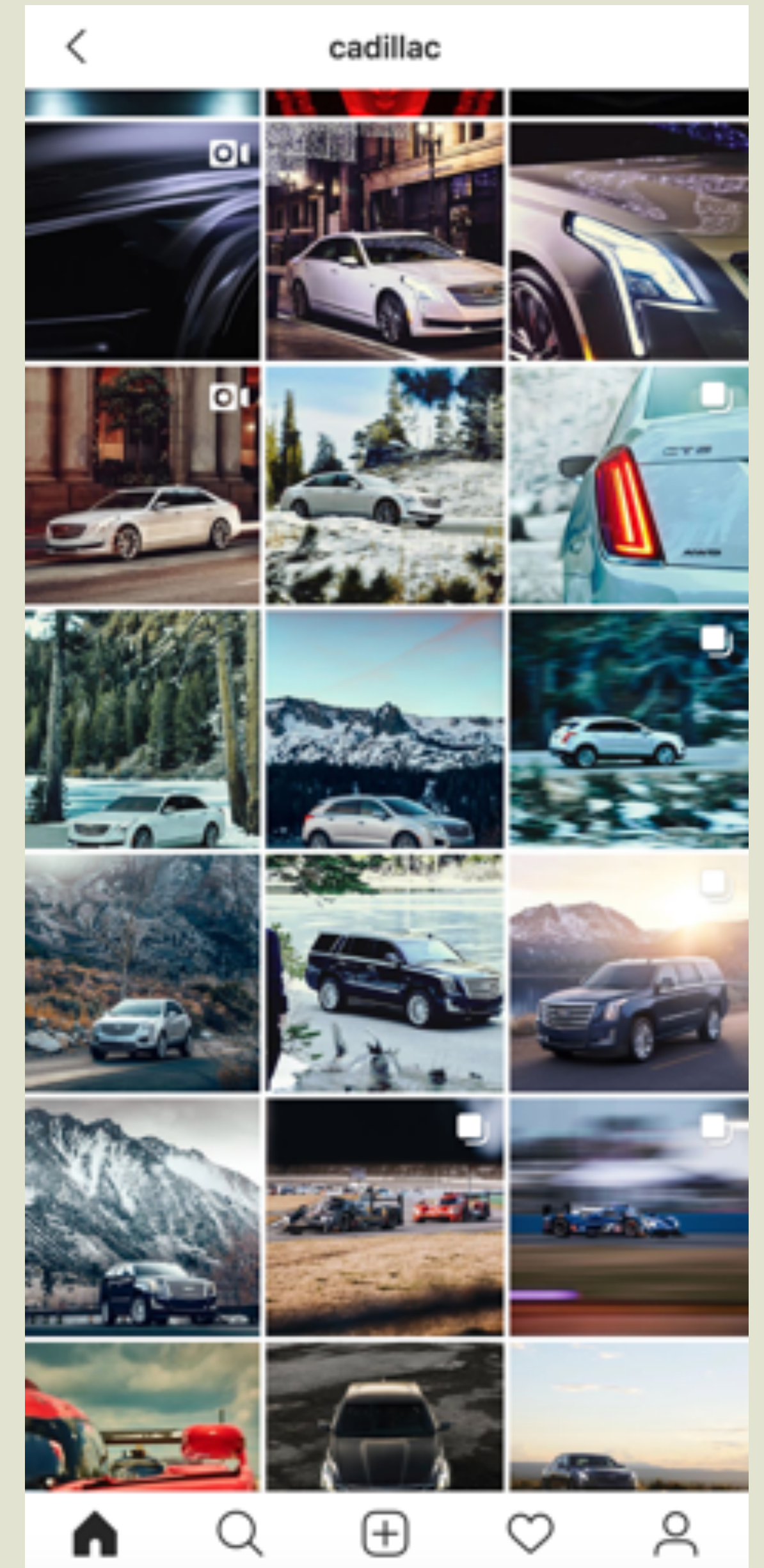
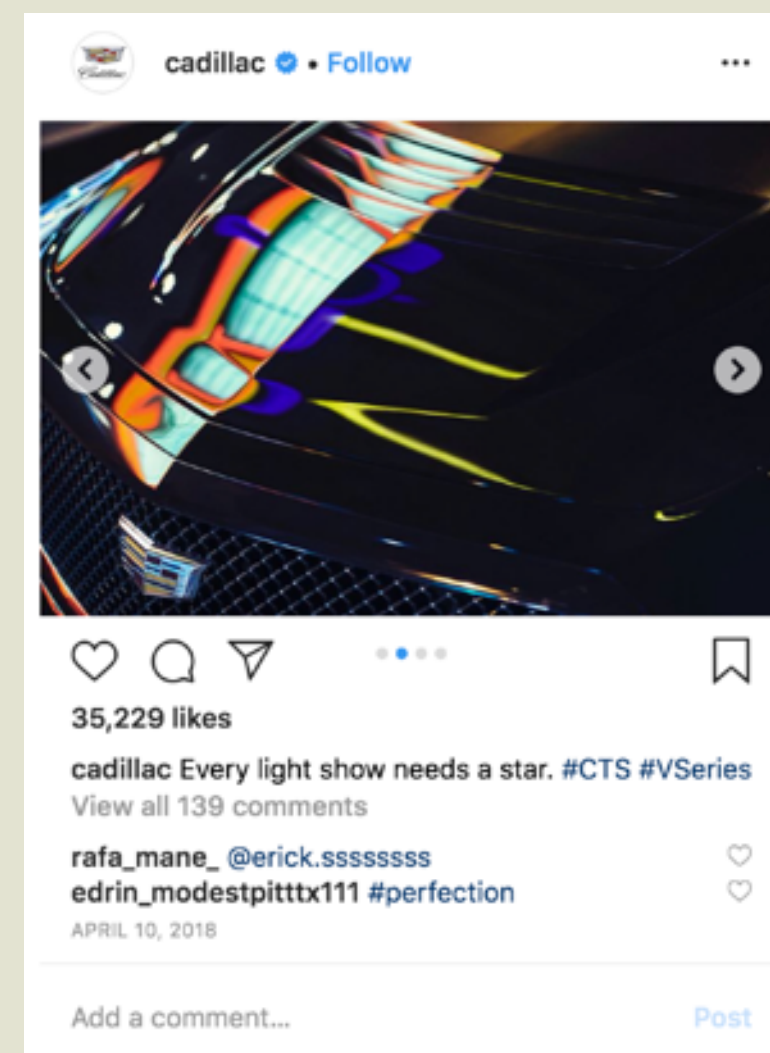


Cadillac

- As AOR we handled all print, social, .com work and also a Cadillac VR program to experience the vehicles using CAD data.
- The .com experience went through an AEM migration in the past two years with hundreds of pages receiving redesigns.



<https://www.cadillac.com/v-series/cts-v-sedan>



<https://www.instagram.com/cadillac/>

CADILLAC (con't)



Cadillac print ad layer



Retired BOOK by Cadillac site

OWNERSHIP

CADILLAC & AMAZON

From having your packages securely delivered directly to your properly equipped Cadillac with Key In-Car Delivery¹, to being able to use your voice to issue remote commands² through an Alexa built-in device, Cadillac and Amazon are bringing you an ownership experience that brings convenience and connectivity to your car. "Alexa, fist bump".

MYCADILLAC SKILL FOR ALEXA

<https://www.cadillac.com/ownership/vehicle-technology/amazon-integration>

VEHICLES SHOPPING OWNERSHIP CERTIFIED PRE-OWNED FIND A DEALER WORLD OF CADILLAC

UNDISPUTED

Escalade is the "highest Ranked Large Premium SUV in Initial Quality" by J.D. Power[®] and a Consumer Guide[™] Automotive Best Buy.

LEARN MORE

J.D. POWER 5 YEAR 100,000 MILE WARRANTY

Homepage Retail banner (archived)

TRIMS COLORS PACKAGES EXTERIOR INTERIOR ACCESSORIES SUMMARY NEXT STEP

2020 XT4 FWD LUXURY \$36,690 NET PRICE

DRIVE TYPE: FWD AWD

TRIMS (3):

- LUXURY
 - 2.0L Turbo 4-cylinder engine, 9-speed automatic transmission, MSRP from \$36,690¹
- PREMIUM LUXURY
 - 2.0L Turbo 4-cylinder engine, 9-speed automatic transmission, MSRP from \$40,790¹
- SPORT
 - 2.0L Turbo 4-cylinder engine, 9-speed automatic transmission, MSRP from \$40,790¹

Build-your-own customizer <https://www.cadillac.com/suvs/xt4/build-and-price/trim>

MONTHLY MEMBERSHIPS. LIMITLESS POSSIBILITIES.

With BOOK by Cadillac, an app-based vehicle subscription service, you can enjoy access to a curated fleet of Cadillacs at your fingertips. Whether you want to drive an Escalade or a CT5 in your commute, we'll bring it directly to your doorstep. Easy driving. Different Cadillacs by exchanging vehicles up to 18 times a year. And insurance? Maintenance? It's all included in your \$1,800 monthly membership.

Interested? Visit [BOOKbyCadillac.com](https://www.cadillac.com/BOOK). Use the code ELITETRAVELER18 to waive your \$500 initiation fee².

- STEP ONE: JOIN** Register to become a member of BOOKbyCadillac.com
- STEP TWO: EXPLORE** Select the Cadillac that's right for you
- STEP THREE: ENJOY** Receive your selected vehicle at your location
- STEP FOUR: REPEAT** Exchange your vehicle with the next one you want

BOOK BY CADILLAC

BOOK by Cadillac print ad

DESIGNED TO DOMINATE.

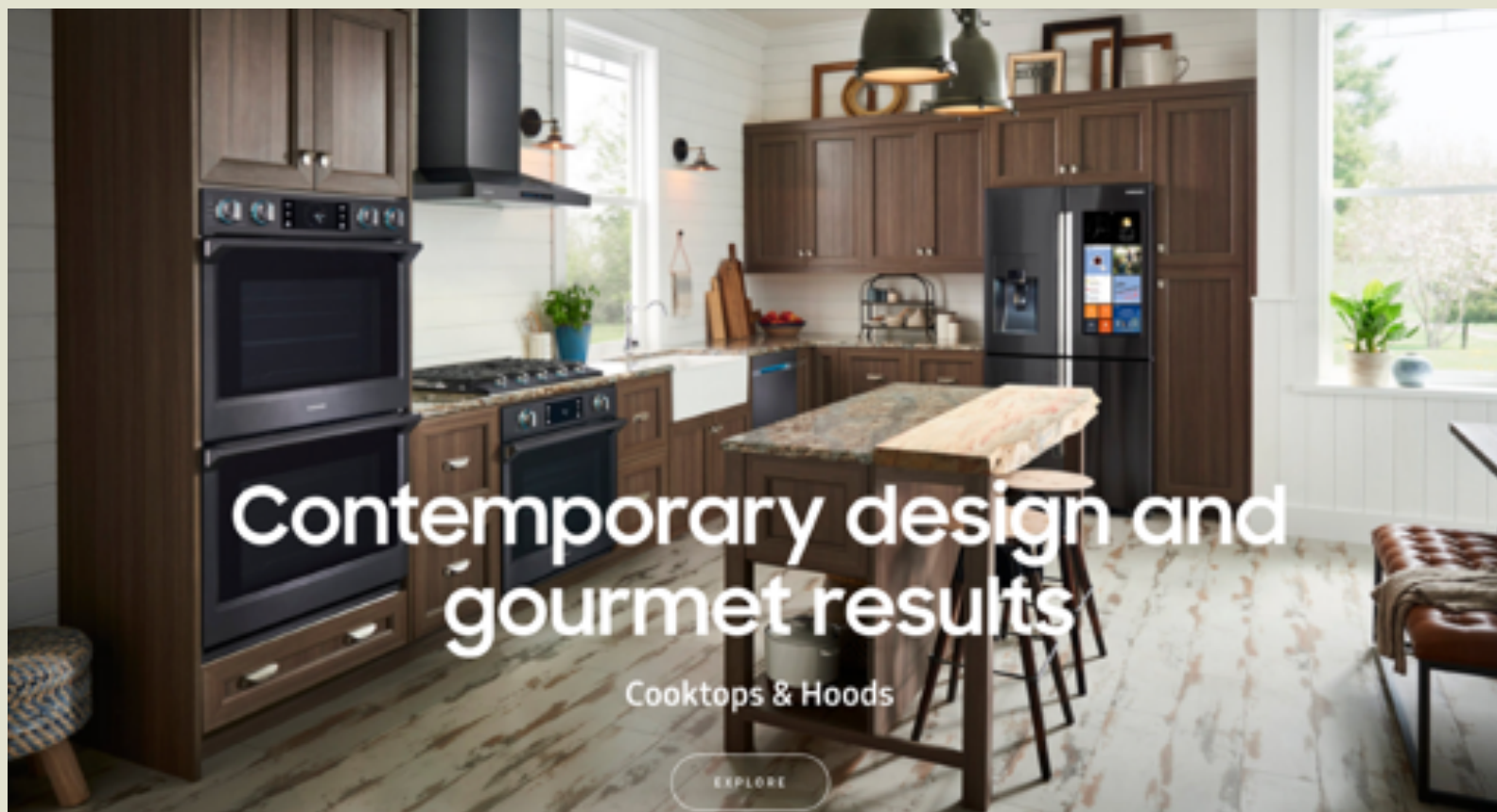
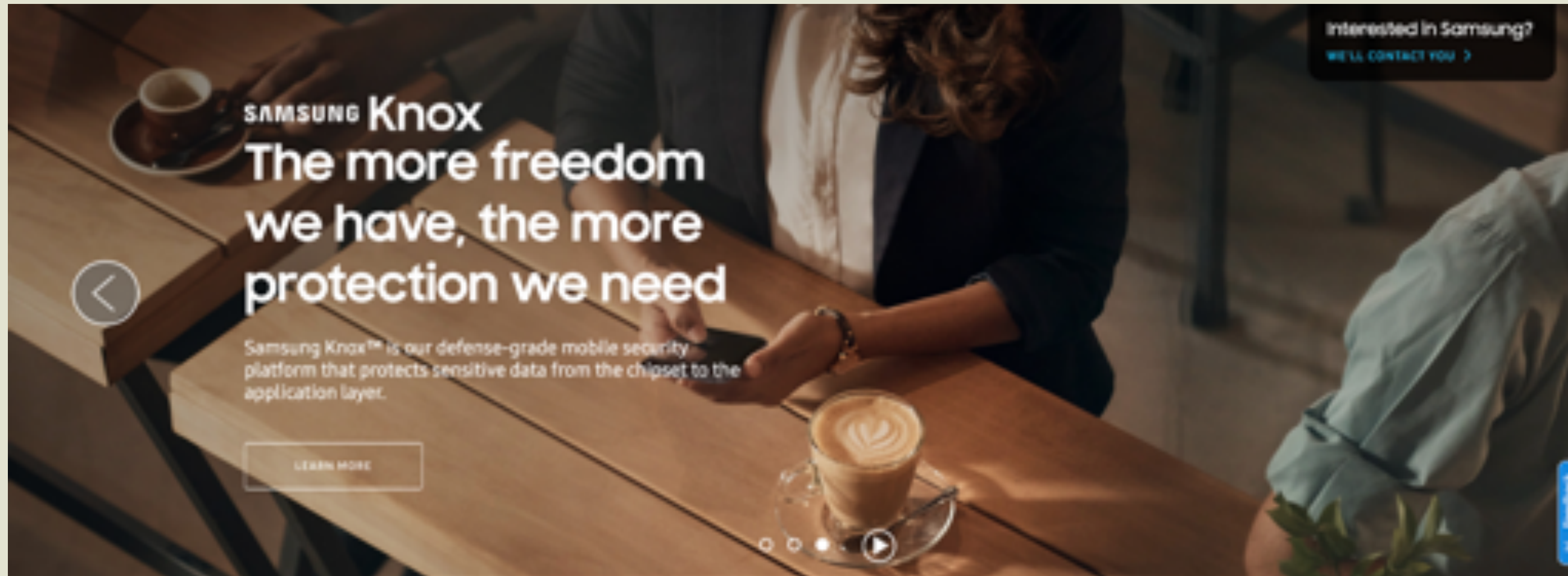
Cadillac

CADILLAC RACING

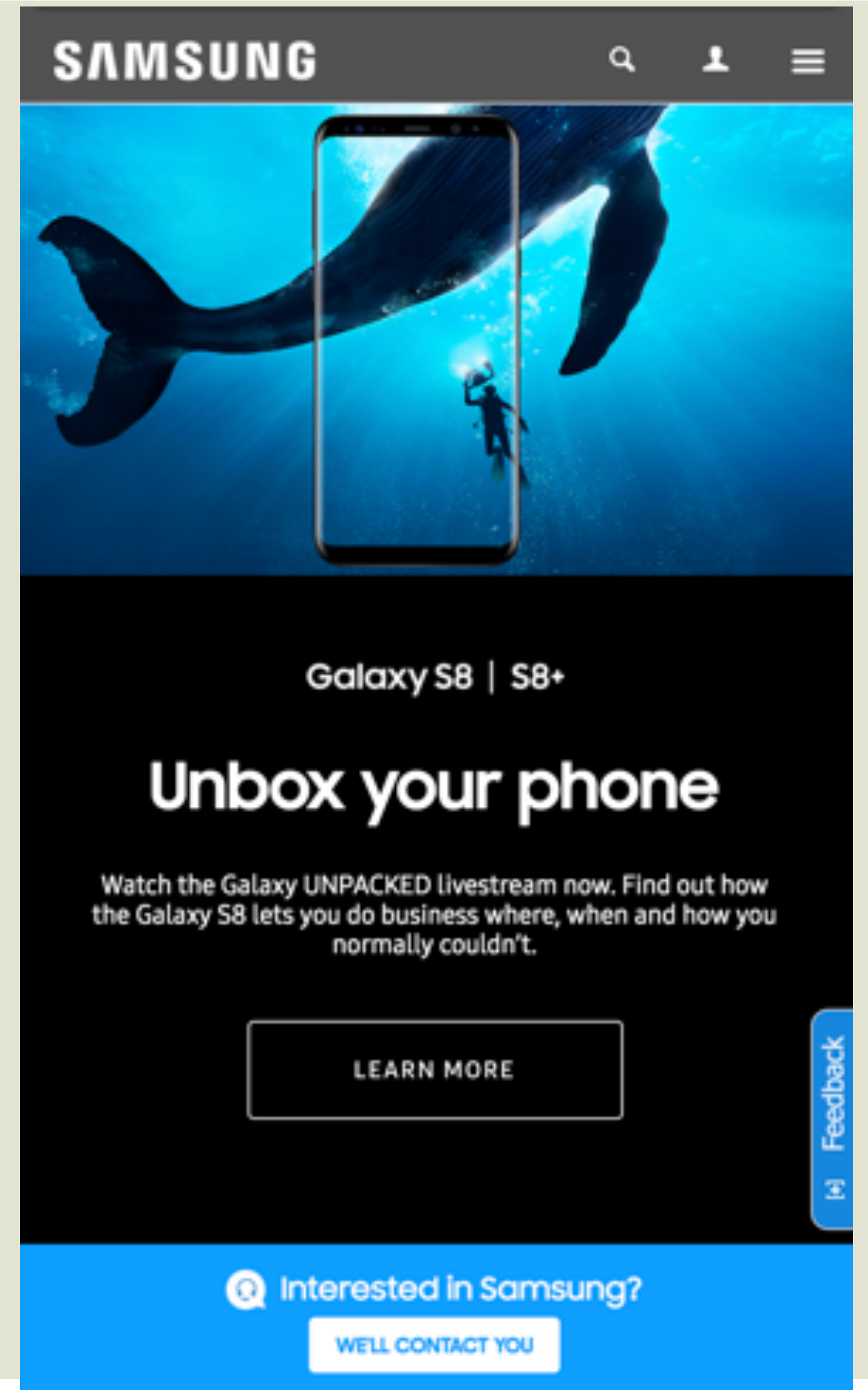
NYT print ad

SAMSUNG

- Barbarian had a CMS team, a dev team, a QA team, full design and UX for both the B2B and B2B LOB. I helped launch the Galaxy S8 in the clean room for the business site.
- www.samsung.com/us/business

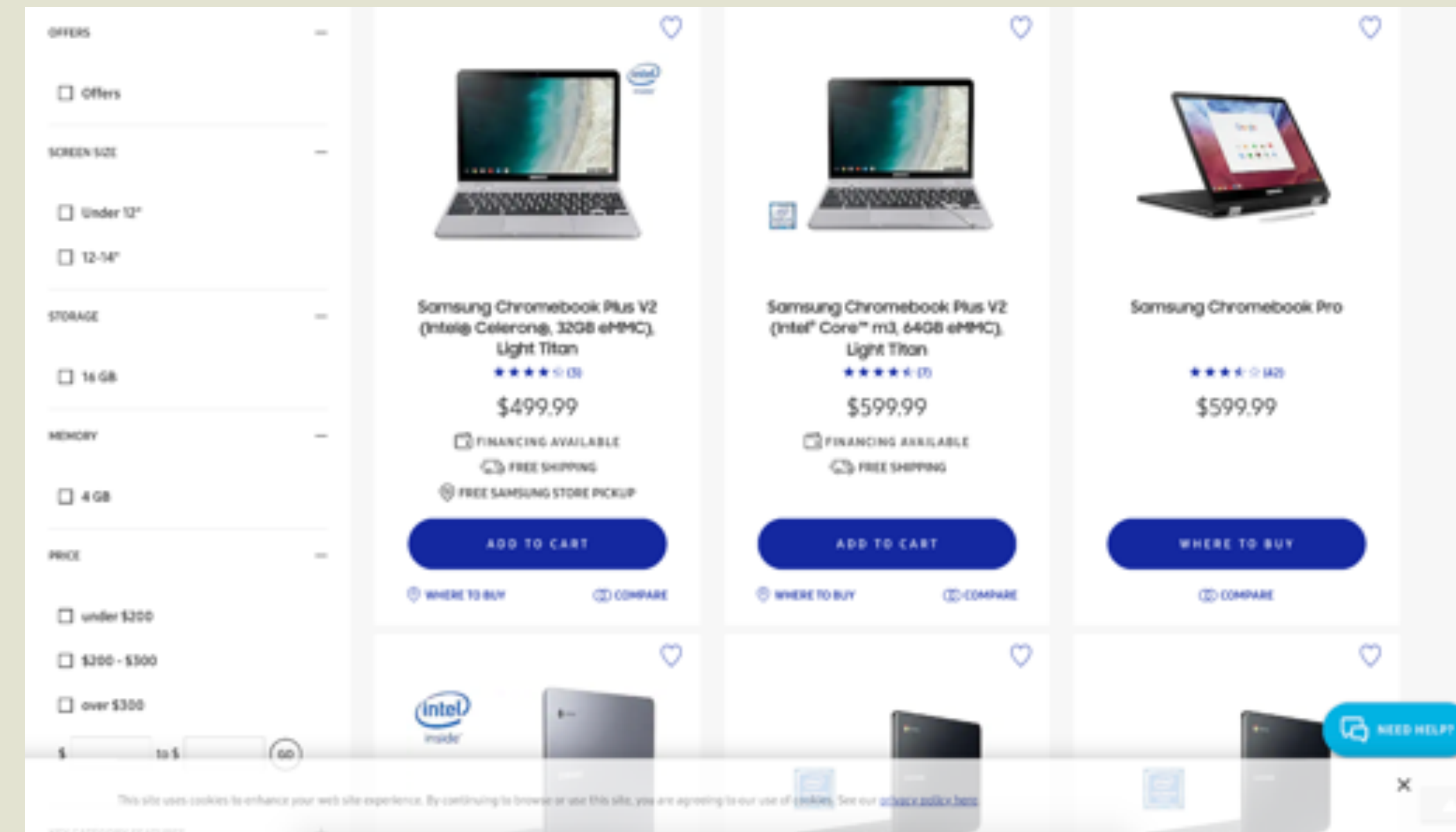
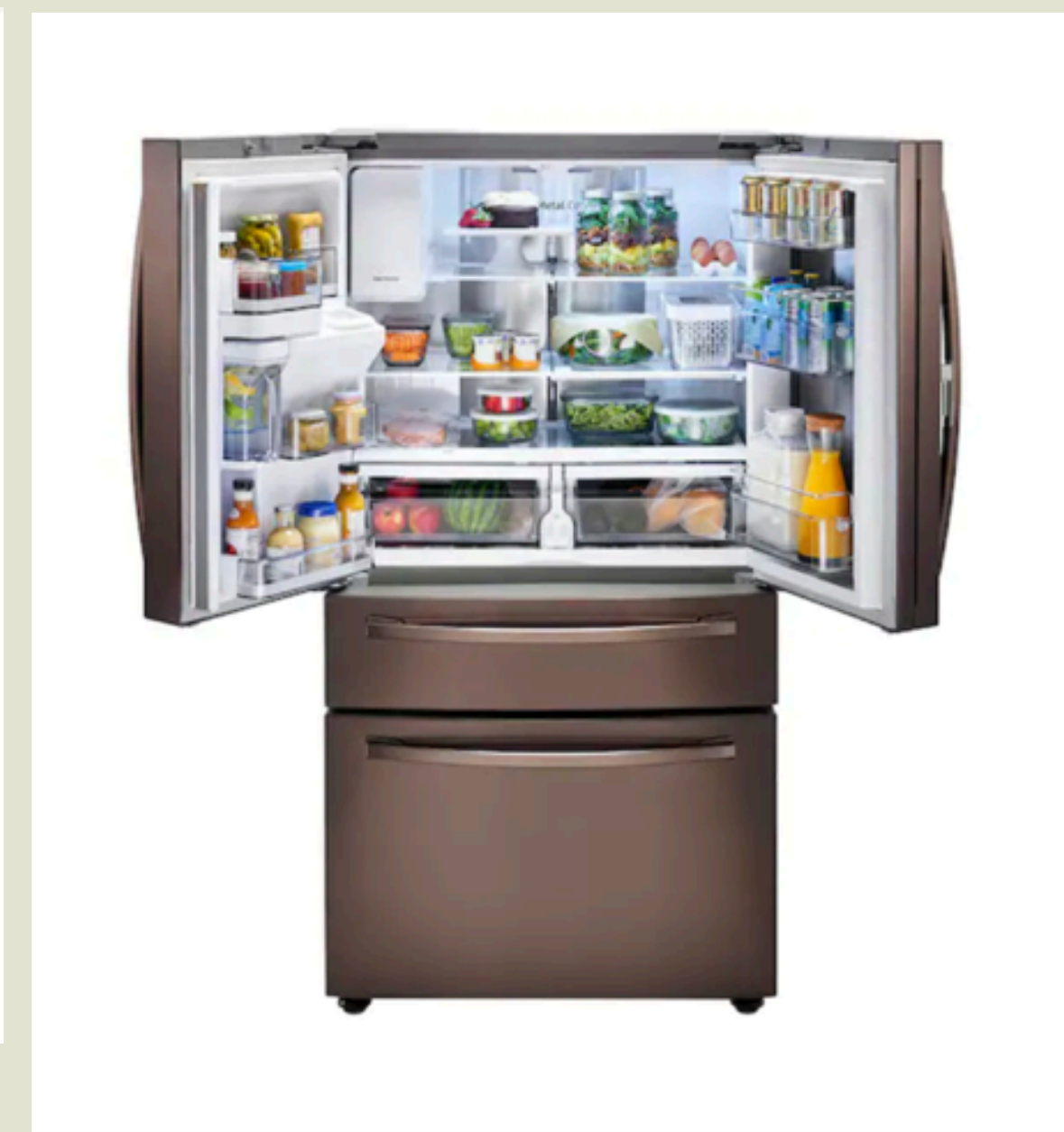
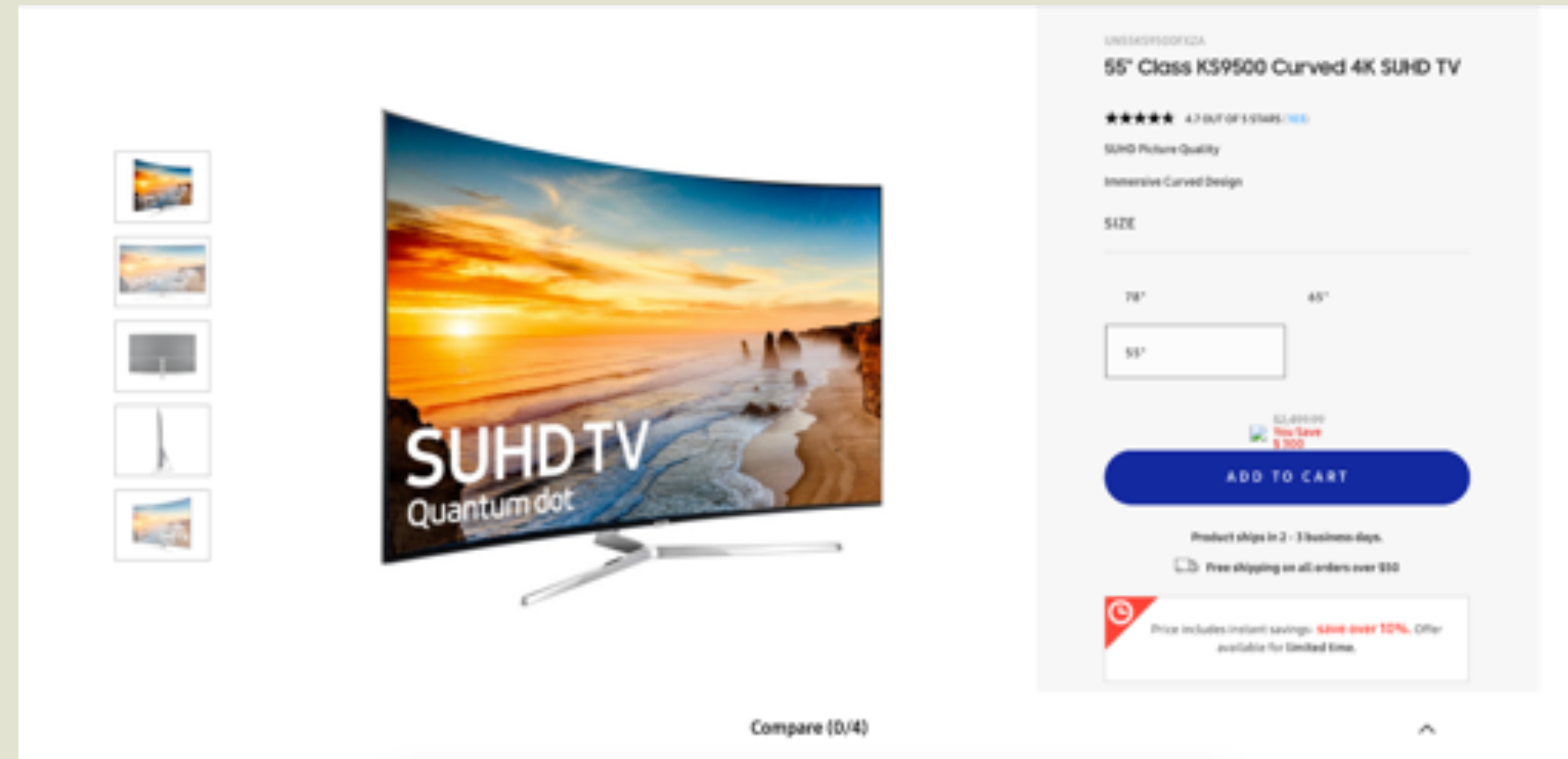


- We also handled a large number of B2C page builds, including a large AEM migration effort from Teamsite.
- www.samsung.com



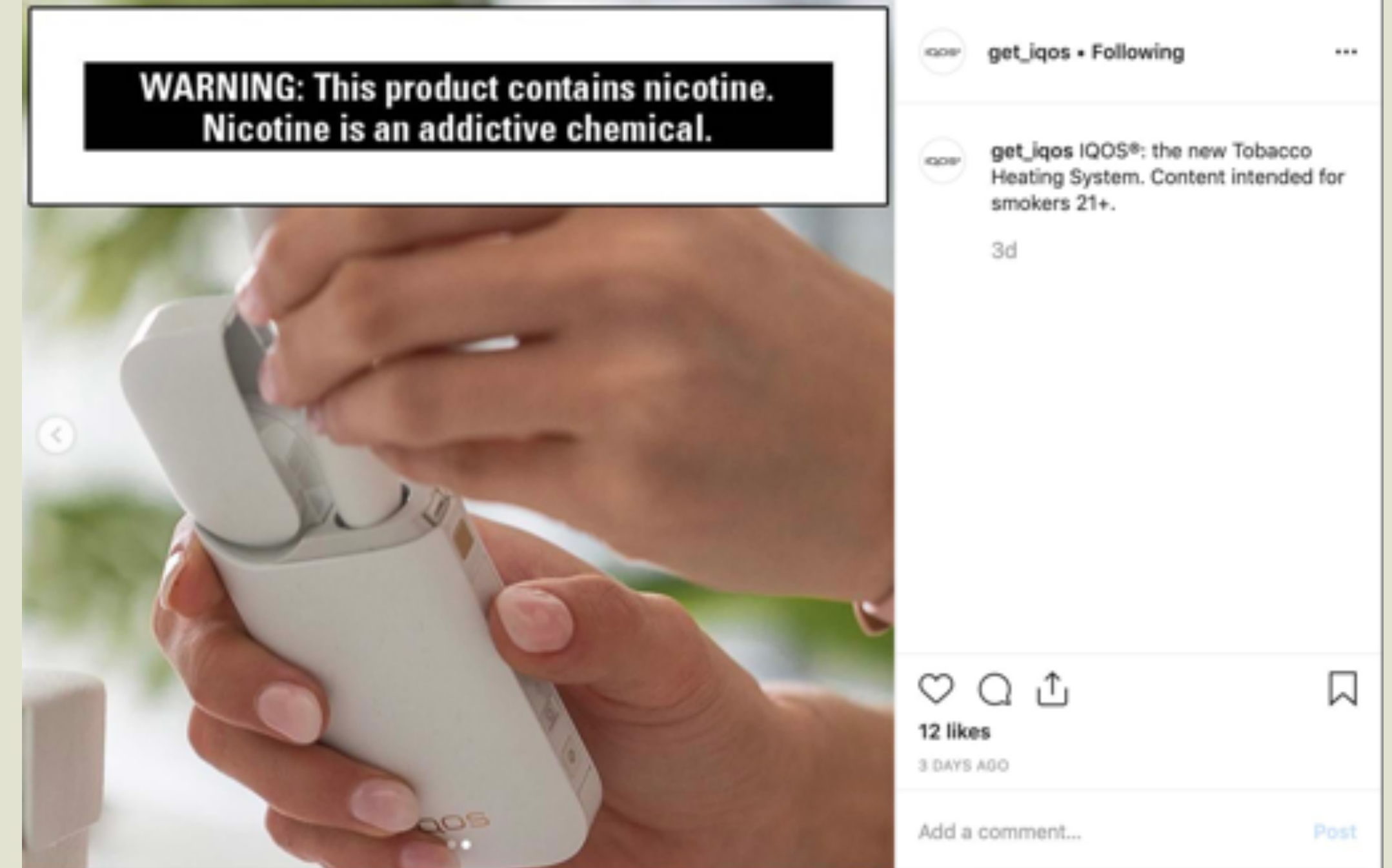
SAMSUNG (con't)

- We worked with AEM0 generated static and dynamic web pages.
- www.samsung.com
- Sample PDP pages authored in AEM!



Altria

2019 - Rokkan began working with Altria and IQOS (under PMI) to partner for site launch, with a paid media plan, a CRM program and a complete suite of social. Site launch was in August getiqos.com. Featuring a robust social media plan for 2019 in a deeply regulated marketplace for tobacco. [Instagram](#).



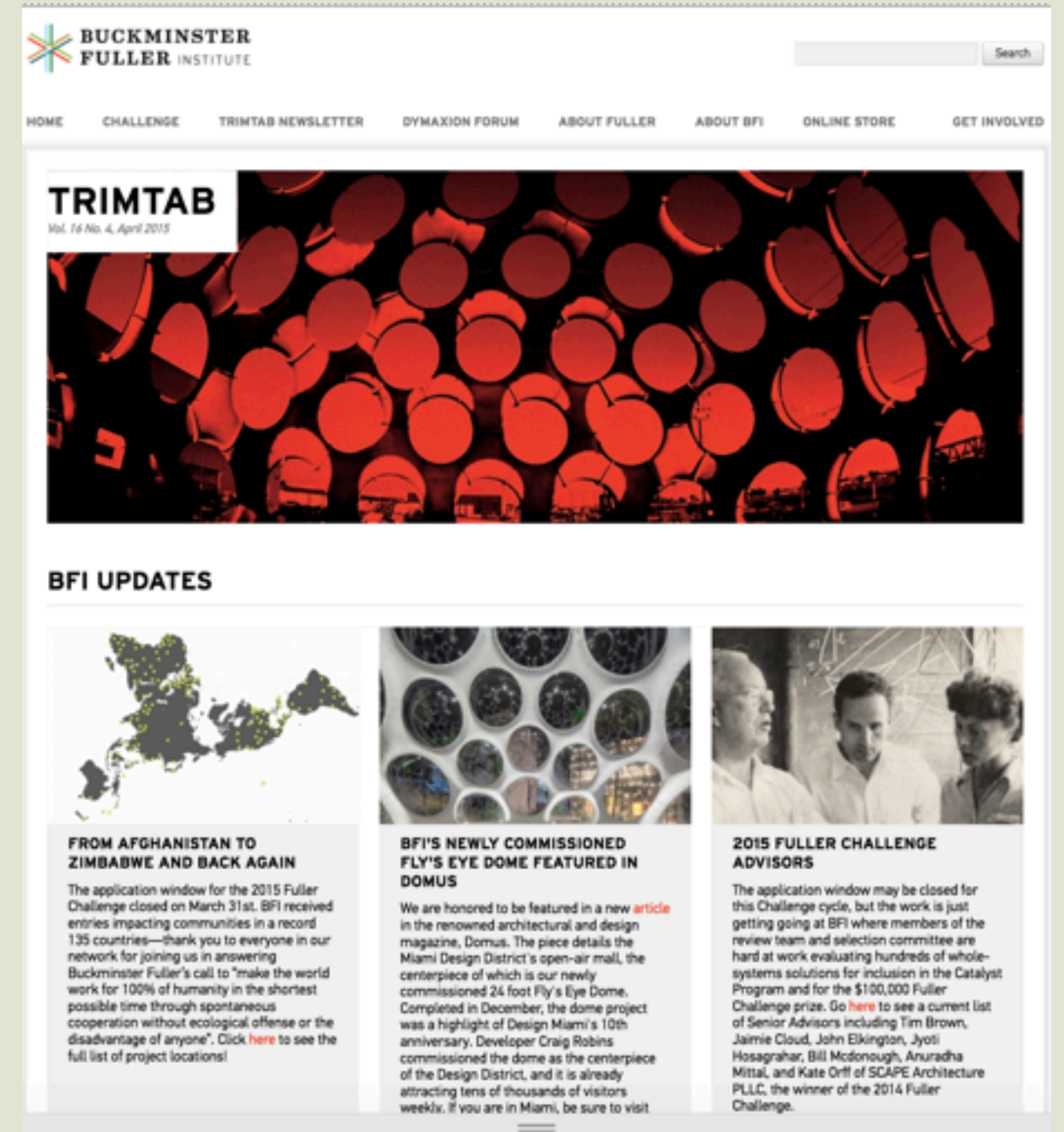
- Drupal website maintenance and backend updates



- Trimtab newsletter, CRM program



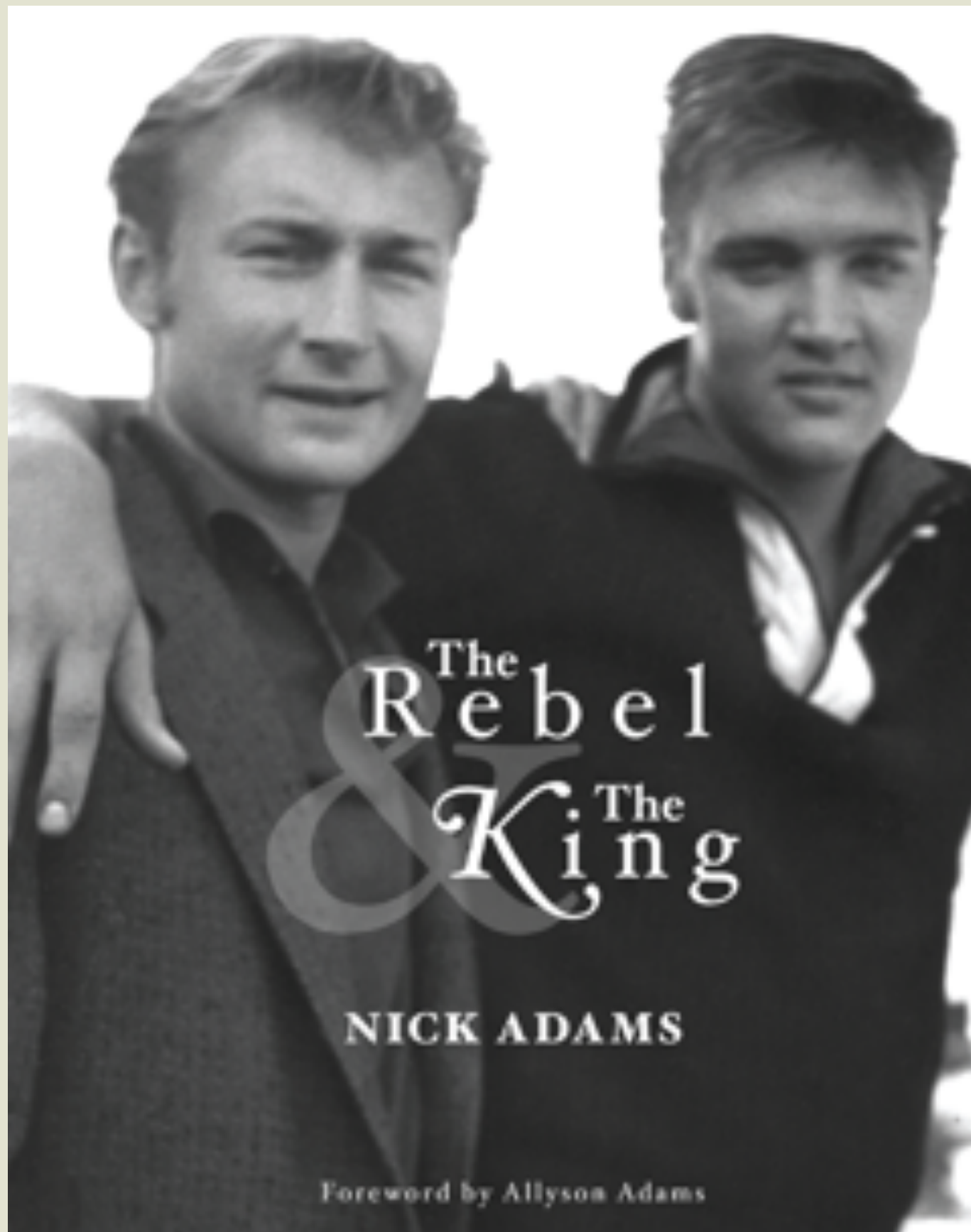
- Management of CRM program, writing / editing of articles



Print / Independent
Contract Work

Publications

Under Bayberry Books and in other
collaborations, I published dozens of books.
Here are some of them!



A Literary Journey to Jewish Identity



*Re-Reading Bellow, Roth,
Malamud, Ozick, and
Other Great Jewish Writers*

STEPHEN B. SHEPARD

Practicing Freedom

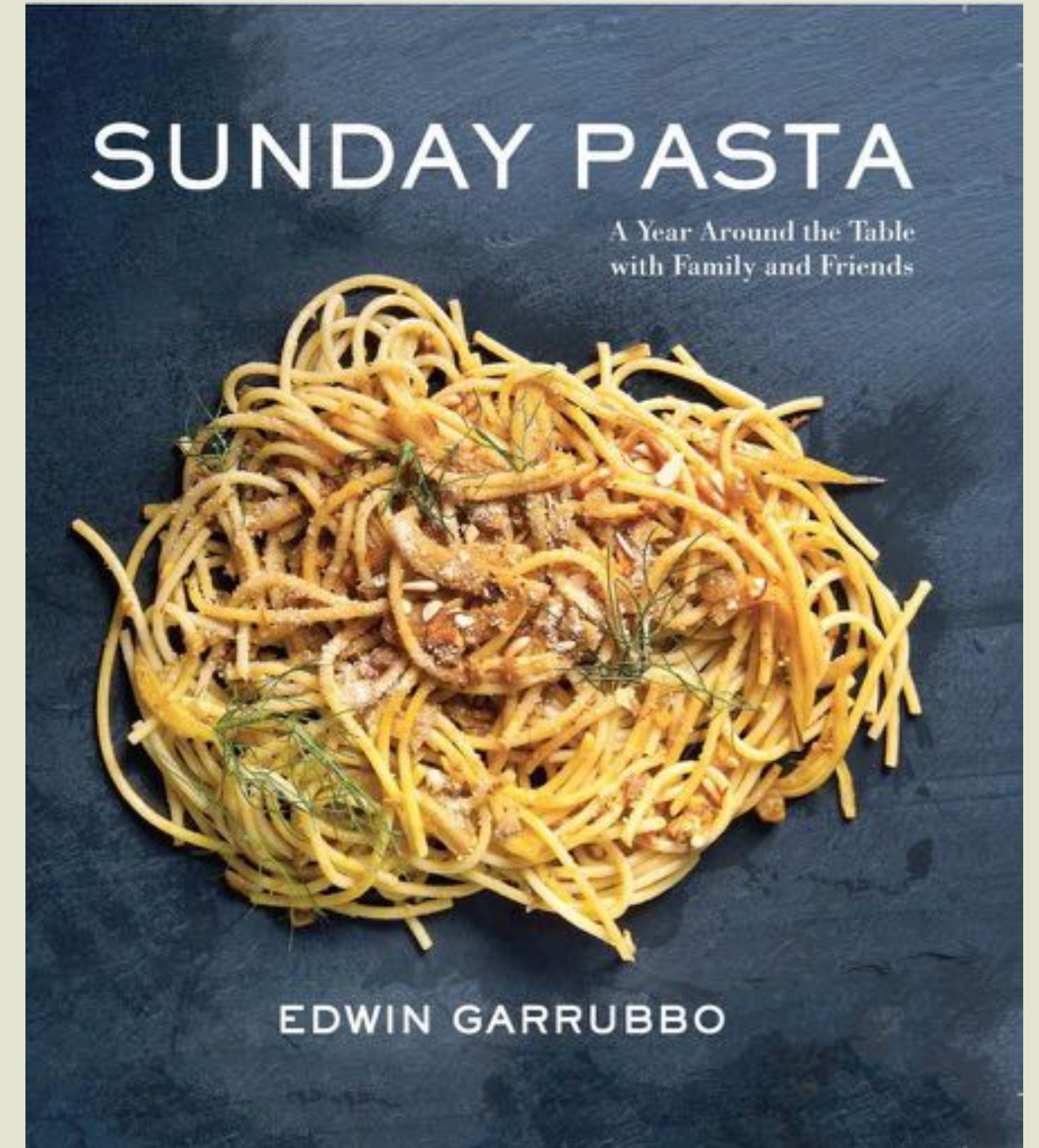
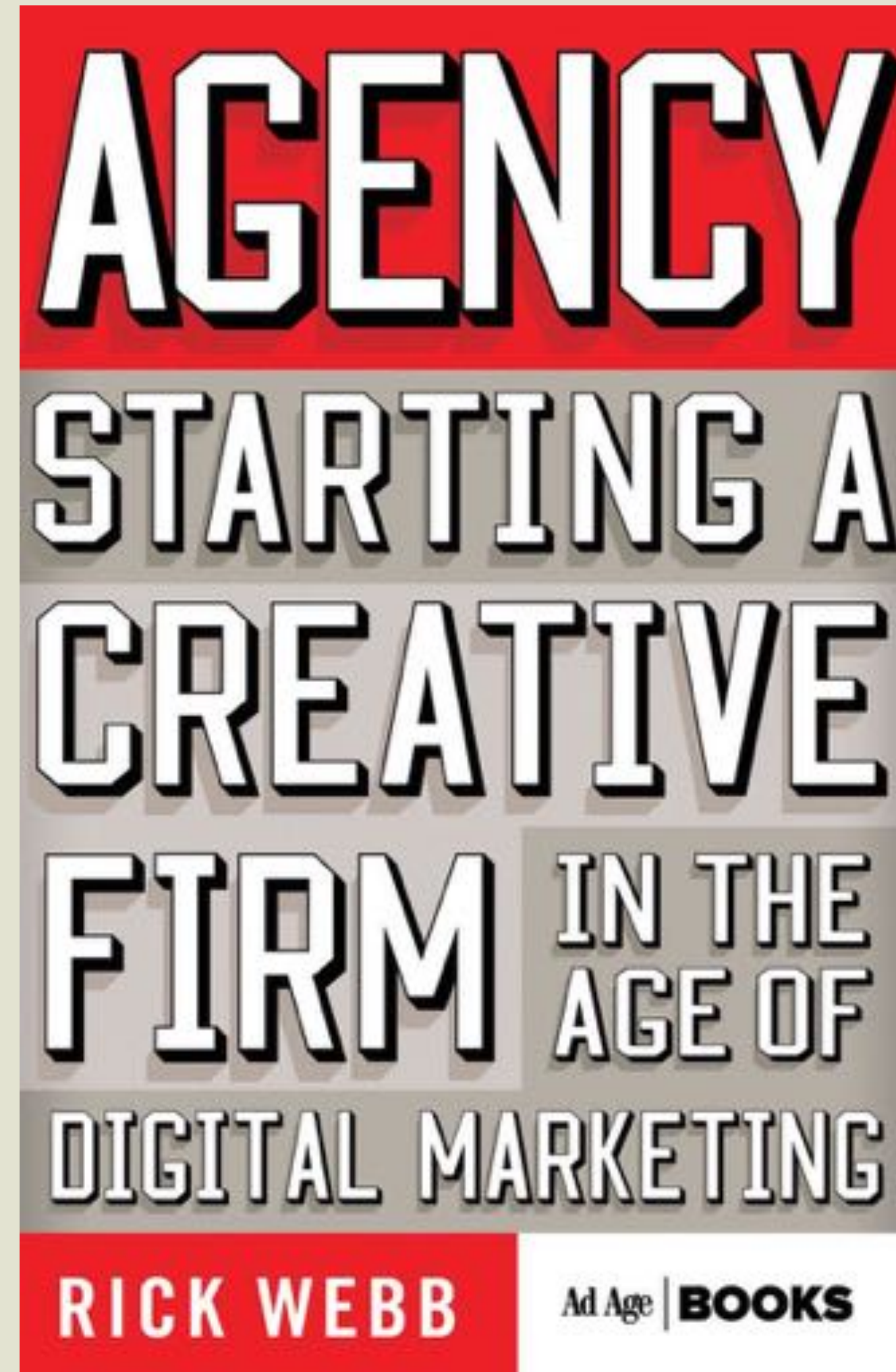
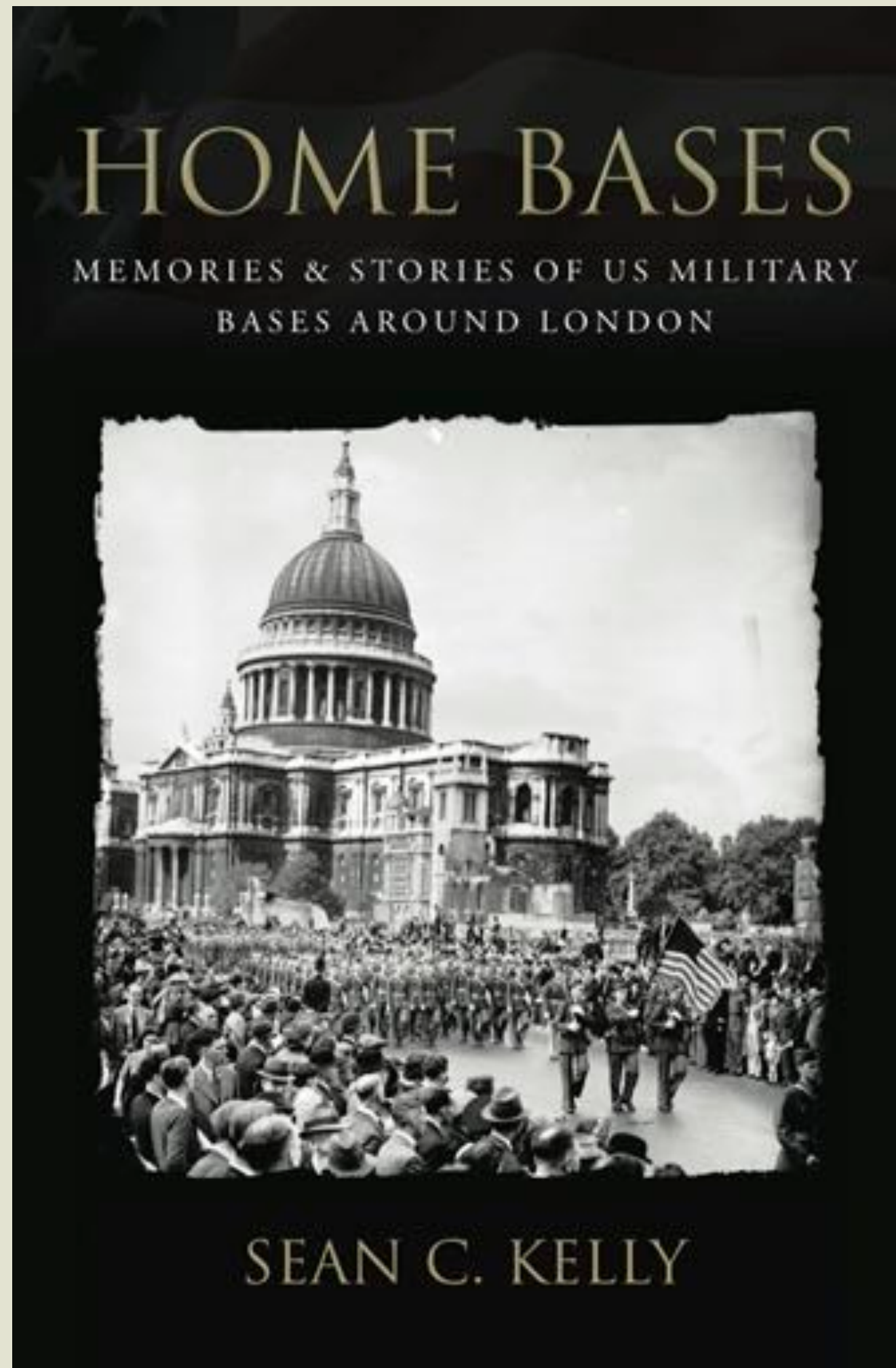
Progressivism in the Age of
School Accountability

Frank Pignatelli

Print

Publications (con't)

Freelance production and PM work.

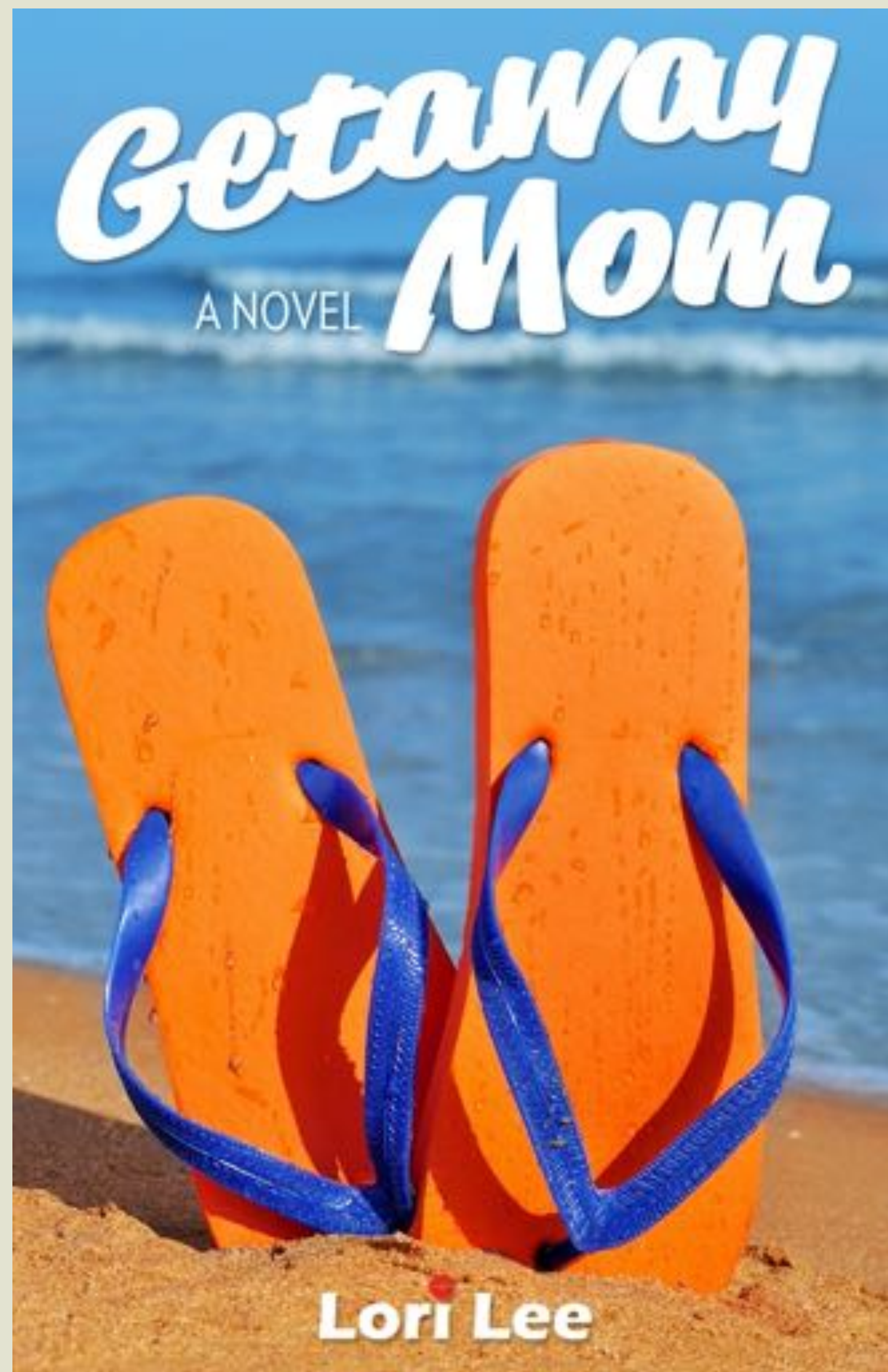


FROM
THE FACULTY
LOUNGE



*Memories of
London Central
High School*

SEAN C. KELLY



Thank You!