

KENT HERTZOG

Reading, PA • +1-215-280-2505 • kent@inclinedinc.com • thesocialclub.studio • youtube.com/@SocialClubSound

Multimedia | Motion Graphics | Digital Campaigns | HTML/CSS



Multimedia designer and creative production lead with 25+ years of experience translating campaign goals and complex ideas into clear, engaging visual content. Background spans motion graphics, animation, video editing, digital advertising, web & social assets, presentation graphics, audio production, and end-to-end creative delivery. Combines strong hands-on Adobe Creative Suite skills with brand stewardship, technical quality control, organized asset workflows, and collaborative project management.



Core Competencies

- Graphic and layout design
- 2D motion graphics and animation
- Video editing and post-production
- Brand identity and visual consistency
- Social media and digital advertising assets
- Typography and visual storytelling
- Web banners and presentation graphics
- Reusable templates and asset libraries
- Project management, QA, and delivery
- Platform optimization and file specifications

Experience

INCLINED, Inc. | 2005–Present

Co-founder / Digital Director

Philadelphia / Reading, PA

- Conceptualize and produce branded multimedia campaigns from initial brief through final delivery across video, web, social media, digital advertising, presentations, and experiential applications.
- Design motion graphics, animated titles, lower thirds, transitions, logo treatments, display ads, web banners, social assets, and short-form video using Adobe Creative Suite.
- Translate complex client objectives into focused visual narratives while maintaining brand consistency, strong typography, clean composition, and channel-specific technical specifications.
- Build reusable templates, organized asset libraries, naming conventions, version-control workflows, and quality-assurance procedures that support efficient and consistent production.
- Coordinate clients, collaborators, vendors, and technical partners; manage schedules, feedback cycles, production details, revisions, and deadline-sensitive delivery.
- Selected work includes multimedia and campaign production connected to Harry Potter: The Exhibition, Disney's Mickey & Minnie's Runaway Railway, and national television and social advertising projects.

The Social Club | 2018–Present

Founder / Audio Engineer / Multimedia Producer

Reading, PA

- Lead end-to-end creative production for a multimedia studio and content brand, including visual concepts, motion graphics, video editing, website assets, promotional content, and professional audio.
- Produce and optimize video and graphic assets for YouTube, websites, and social channels, balancing storytelling, branding, technical quality, and platform-specific export requirements.
- Create repeatable post-production systems for media organization, editing, review, mastering, archiving, and final delivery across multiple simultaneous projects.
- Develop audience-focused content and programming for Social Club Sound with more than 300,000 YouTube views; a long-form 1980s mix has earned more than 350,000 plays on SoundCloud.

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Penn National Gaming | 2019–2020

Social Media Management and Digital Media Buying

- Bought, scheduled, placed, and QA'd online advertising campaigns supporting 43 casino properties across 20 states.
- Applied geo-fencing, audience targeting, campaign trafficking, creative QA, scheduling, and performance reporting to deliver accurate and timely digital campaigns.
- Coordinated with internal marketing teams, media partners, and vendors to resolve technical issues, maintain campaign specifications, and meet launch deadlines.

Audivita | 2023–2026

Audiobook Editor & Engineer

- Edit and quality-check long-form narration with close attention to pacing, continuity, technical specifications, and listener experience.
- Manage chapter files, revisions, documentation, file naming, and version workflows to support accurate, organized, deadline-driven handoffs.

Tools and Technical Skills

Creative: Adobe After Effects, Premiere Pro, Photoshop, Illustrator, Audition; motion graphics, video editing, animation, compositing, image editing, audio post-production

Design: Brand systems, typography, composition, digital ads, web banners, social media assets, presentation graphics, campaign collateral, visual storytelling

Production: Storyboarding, asset preparation, reusable templates, media libraries, file formats, frame rates, render specifications, version control, final delivery

Web: HTML/CSS/JS, website asset production, responsive design fundamentals, content management workflows

Platforms: YouTube, Instagram, Facebook, TikTok, websites, content management workflows, digital advertising platforms, macOS

Emerging Tools: AI-assisted ideation and creative workflows, current software and motion-design practices

Education

A.A., Multimedia, The Art Institute of Philadelphia (2001)

- Graduated with Honors

Projects of Note

Touch Screen Programming: Solely responsible for programming interactive touch screen experiences (using Adobe Animate) at The Franklin Institute (Philadelphia) and Field Museum (Chicago)

Harry Potter: The Exhibition (museum): Sound design & mix for large-scale museum experience; delivered consistent, spec-compliant playback across zones.

Disney Mickey's Runaway Railway Kit (AR): Produced audio aligned to on-screen visuals and guest flow; ensured intelligibility and brand consistency.