

Colin Grover :: Portfolio

All of the material included in this portfolio was created between 2012 and 2016.

Although this portfolio does not represent the full scope of my developmental ability, it demonstrates the three creative talents that I employ most frequently—writing, photo plan development, and digital/online design. The final piece illustrates my ability to focus all three of these talents toward a singular goal.

Thank you for your consideration!

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Writing Sample

The following four chapter opening vignettes were written for George Ritzer's *Introduction to Sociology*, published July 2012 by Sage (ISBN: 978-1412977708).

Chapter 3: Culture

In 1957, Miles Davis released *Birth of the Cool*, a seminal and genre-defining cool jazz album. The term cool can be traced to fifteenth-century Africa, where the Yoruba word *Itutu* (literally translating to “cool”) was used to denote a person who was calm and steady as cool water. Centuries later, Miles Davis's hallmark album gave new life to the term. In the late 1950s and early 1960s, cool was used to describe beat poetry, film noir, abstract expressionist art, and—of course—jazz.

Certain aesthetics and attitudes that define coolness have remained constant for the past 50 years. Acting with self-assurance and awareness, even in the face of adversity or reprimand, is cool. Expressions, postures, and vocal patterns that connote nonchalance and composure are cool. Dressing fashionably and using contemporary slang is cool. Cutting-edge technology is cool. Being young and hip is cool—but being a young hipster is not. The specific characteristics of cool in any situation rely entirely on a person's contemporary culture and the cultural regulations that allow people to live in harmony with those around them.

Today, the specific people and things considered cool differ remarkably from the cool icons of the mid-twentieth century. Lady Gaga, Panda Bear, Keith Urban, or Nicki Minaj might be considered cool, at least for the moment. It's important to realize that different cultures have different norms, values, and symbols and thus consider different traits and mannerisms to be cool (or uncool). A person might work for years to be cool in the eyes of her peers, but if thrust into a new subculture (such as college), she may have to start from scratch. Her iPhone 3GS might have been cool a few years ago, but it isn't anymore.

Because American culture is generally similar across the country, coolness is not difficult to spot within our borders. Around the world, however, coolness takes on many forms. For example, though a mustachioed, middle-aged man might be considered uncool in America, he might be considered an ultra-cool Bollywood heartthrob in parts of India. A cool attitude in China might be considered conservative and materialistic in Italy. But though coolness is culturally relative, globalization and Americanization have blurred some countries' values and norms. As American culture spreads around the world, American coolness and America's cool icons are not far behind.

Coolness is, of course, just a small aspect of culture. Still, it speaks to many larger cultural issues. Values and norms, symbolism, demographic patterns, communication, interaction, consumption, and globalization are all reflected by the people and things that are cool in a given place at a given time. Who and what do you and your peers consider cool? What does that say about you and your culture?

Chapter 5: Socialization and Interaction

On September 15, 2011, U.S. Marine Corps Sergeant Dakota Meyer was awarded the Medal of Honor, the country's highest military decoration. The first living Marine recipient of the Medal of Honor since the Vietnam War, Meyer was nominated for the prestigious award for charging into hostile territory in an attempted rescue of four fallen servicemen.

According to his official citation, Meyer "single-handedly turned the tide of the battle, saved 36 Marines and soldiers and recovered the bodies of his fallen brothers . . . he killed at least eight Taliban, personally evacuated 12 friendly wounded, and provided cover for another 24 Marines and soldiers to escape likely death at the hands of a numerically superior and determined foe."

Why would a person put his life on the line to save the lives of others? It's tempting to label Meyer a born hero—an individual destined for greatness. The sociologist, however, might defer to an old cliché:

Heroes aren't born—they're made. Meyer was socialized by family, teachers, friends, and, later, the Marines.

All these agents of socialization have an effect on individuals, but the Marine Corps is particularly adept at socializing new recruits into thinking and acting like fellow Marines (that is, putting the duty before the self). Strict organizational and behavioral regulations enable the individual to perform his or her duties and conduct him- or herself in a manner that conforms to expected procedure. Indeed, according to Meyer himself, "I didn't do anything more than any other Marine would. I was put in an extraordinary circumstance, and I just did my job."

Though most of us will never face Taliban gunfire, we too are who we are because of the people, institutions, and social structures that have surrounded us since birth (and even before). From the color of the blanket you were first swaddled in to the outfit you picked out today, you have been socialized to look, think, act, and interact in a way that allows you to live harmoniously with those around you—even as your surroundings shift. Perhaps that means making it through class without embarrassing yourself . . . or perhaps it means playing the role of a hero.

Chapter 8: Social Stratification

According to journalist Chrystia Freeland, an unprecedented shift is taking place in the global socioeconomic structure. Deregulation of global trade and advances in information technology have led to the emergence of a small, ultrarich class of elite entrepreneurs and executives who think and operate much differently than their predecessors. "Our light-speed, globally connected economy has led to the rise of a new super-elite . . . a transglobal community of peers who have more in common with one another than with their countrymen back home," says Freeland. Investment (both emotional and financial) in one's own country falls by the wayside given the overwhelming focus on business—no matter where that business takes place.

Some have suggested that the United States (and much of the northern hemisphere) is shifting toward a plutocracy, a governmental and social structure whereby “the rich display outsized political influence, narrowly self-interested motives, and a casual indifference to anyone outside their own rarefied economic bubble.” Indeed, eight months after Freeland’s article was published, business magnate and third richest person in the world Warren Buffett wrote an opinion piece in the *New York Times* calling for higher taxes on the ultrarich. Fellow billionaire Charles G. Koch responded, “I believe my business and non-profit investments are much more beneficial to societal well-being than sending more money to Washington.”

As the perspectives of the elite have shifted to the global, so too have their philanthropic efforts. Instead of simply founding or endowing local centers of culture and academia (as the wealthy of eras past like Andrew Carnegie did), today’s megawealthy are forming international think tanks, establishing globally active charity brands, and investing in startup companies around the world. Journalists Matthew Bishop and Michael Green call this new form of globalized giving “philanthrocapitalism.”

Increasing concentrations of wealth, power, and status have given an elite few the power to ascend to the very highest levels of the global system of social stratification. The norms, tastes, and beliefs they share have been shaped not by any given local culture, but by a global one. Because many of these elites achieved their successes rather than being born into them, they are innovative, fiercely driven, and, in some cases, ambivalent to the socioeconomic strain felt by the middle and lower classes of their home countries. As you read the following chapter, think about your own position in your country’s stratified society. And—just for fun—imagine what you’d do with a billion dollars.

Chapter 11: The Family

In 1973, PBS aired a 12-part documentary called *An American Family*. The groundbreaking series, widely credited as the first reality television show, intended simply to chronicle the happy, mundane lives of

husband and wife Bill and Pat Loud and their five children. Over the course of the series, however, cracks in the family's calm and collected façade became apparent, and the cement that joined the Loud family together eventually began to crumble. Viewers came to witness events theretofore unseen on American television, such as the real-life separation and subsequent divorce of Bill and Pat, and the coming out of eldest son Lance, making him the first openly gay person to appear on television.

In the years since *An American Family* aired, family-based reality television shows have flourished—to say the least. To distinguish themselves from the avalanche of similar programs, contemporary series tend to focus on exceptional families such as those of celebrities (*Keeping Up with the Kardashians*), with a large number of children (*19 Kids and Counting*), of the wealthy (*My Super Sweet 16*, the *Real Housewives* series), or with an uncommon lifestyle (*Teen Mom*, *All-American Muslim*).

It should come as no surprise that family-based reality shows are so enormously popular. Family is a universal social institution; it constitutes a person's first group and primary socializer and, for many, a lifelong source of companionship and security. Because the institution of family is such a central part of life, it is natural for one to be fascinated by—and even feel connected to—the intimate relationships and conflicts forged within other people's families (especially if those people are already famous or otherwise socially exceptional).

As the wide variability in reality television families indicates, the structure of the “family” can take a great number of forms. Extended and nuclear family structures have proven popular over the last 100 years, but recent social changes have quickly given way to a wide variety of alternative options. Some couples marry for love, others marry for purely economic reasons, and an increasing number choose not to marry. Some have children in the double digits, while others have none at all. Some maintain exclusive partnerships until death, while others remarry, and still others incorporate new members into existing relationships.

Family-based reality shows paint a picture of domestic dynamics that is captivating and sociologically intriguing—but by no means complete. There are just about as many definitions of family as there are cultures in the world. Among the several dozen family-based TV programs currently in production, how many focus on homelessness, honor killings, or polyandrous Himalayan families? Reality shows have largely sidestepped critical social issues such as poverty, gender inequality, and the prevalence of domestic abuse. They have not adopted a global perspective, choosing instead to focus on traditional upper- and middle-class western family structures. Thankfully for our understanding of family, however, where reality shows stop—sociology begins.

Photo Work Sample

The following photo essay was developed for George Ritzer's *Introduction to Sociology*, published July 2012 by Sage (ISBN: 978-1412977708). After developing a tentative list of topics, I researched a collection of images across several publisher-preferred stock photo vendors. The team approved these photo choices, and I wrote the introduction and captions. The final spread from the text (scanned) is included below.

Photo Essay: Inconspicuous Consumption

In Charles Dickens' 1838 novel *Oliver Twist*, the title's orphaned protagonist is forced to labor in a fiber extraction workhouse at the age of nine. Dickens himself worked at a grim bootblacking factory when he was 12 years old, and the experience affected him greatly, becoming a theme often revisited throughout his novels. While the realities of poor working conditions were relatively well known in Dickens' time, just 36 years after his death, Upton Sinclair's 1906 novel *The Jungle* exposed the hazardous and brutal working conditions of the American meatpacking industry—to significant shock and horror.

Today, people living in the global North are even further removed from the harsh realities of industrial manufacturing. This is true, in part, because those realities themselves have been removed from the global North and outsourced to the global South. Recall from Chapter 8 that the race to the bottom entails countries working to attract large businesses (and their money) by sacrificing working conditions to achieve the lowest operational costs possible. Countries often compete in this race by offering their citizens lower wages, poorer working conditions, longer hours, ever-escalating pressures, and sometimes, outright abuse.

While inexpensive clothing, jewellery, electronics, and other products may seem like a bargain to those living in the global North, they often come at a heavy social price. The invisibility of the race to the

bottom and the exploitation of workers—particularly women and children—is a privilege of those living in the developed North. Thus, a person's conspicuous consumption often entails a darker, inconspicuous side as well. It is the noble burden of today's sociologists, documentary filmmakers, and bloggers—like Dickens and Sinclair in their times—to remind us of such realities.

Photo 1



Residents of the Cairo, Egypt settlement Manshiet Nasser collect garbage in the streets of their neighborhood. Manshiet Nasser is used as a dump for Cairo, which as Africa's largest city, produces an incredible amount of waste. The settlement's 17,000 residents, called *zabbaleen* (literally "trash people"), collect, sort, and sell the trash and leftovers discarded by Cairo's residents. Wretched living conditions caused in large part by the trash picking activities have resulted in extremely poor health among the *zabbaleen*, a people whose way of life speaks volumes about consumption in large urban areas.

Photo 2



Seven-year-old Shaheen Akram works with her family in a brick factory on the outskirts of Islamabad, Pakistan. Whole families, often trapped in bonded labor agreements, work long hours under direct sunlight to make and transport ceramic bricks for large Pakistani masonry companies. In a bonded labor agreement, a worker (or family) is not allowed to stop working until a loan is repaid, though the services and durations necessary to pay the debt often go undefined. There are an estimated 1.7 million people working in bonded labor in Pakistan—many of whom are trapped working in dangerous and unhealthy brick kilns.

Photo 3



North Korean men work at a construction site on Kunashir Island, a small volcanic landmass off the northern coast of Japan. While Russia has controlled Kunashir Island since occupying it in 1945, Japan lays claim to it as well. In order to speed the development of infrastructure improvements that would strengthen its military base on the disputed island, Russia hired foreign workers from North Korea and other neighboring nations to work alongside Russian construction firms. Because the North Korean economy has suffered greatly in recent decades, its workforce is willing to travel outside of North Korea's borders to labor for little pay—even in a politically contested location like Kunashir Island.

Photo 4



Migrant workers, many carrying their young children, leave for work in the industrial city of Gurgaon, India on December 21, 2011. Though India is known for its brutally hot summers, temperatures fall sharply for a few weeks in December and January. India's migrant workers and poor populations—especially those living on the streets—are hardest hit by winter's sharp temperature drops and whipping winds. While Gurgaon has India's third highest per capita income and is home to multinational corporations such as General Electric, Bank of America, and Coca-Cola, it is also home to a large population of workers who must face the cold as they walk—sometimes miles—to work.

Photo 5



While Russia has been moving workers out of the economically struggling North Korea, South Korea has been moving factories in. South Korean watch manufacturer Romanson operates a factory at the expansive Kaesong industrial complex in Kaesong, North Korea. In North Korea, Romanson pays one-half of what it pays Chinese workers, and just one-thirtieth of what it pays South Korean workers. Because North Koreans are willing to work for so little, 300 South Korean companies—mostly labor-intensive manufacturers—are developing factories at the Kaesong complex, while 2,000 more companies have already applied to move their production facilities there.

Photo 6



Bangladeshi women head to work in Dhaka on November 21, 2002. Female day laborers such as these are in high demand throughout Bangladesh because they work for less pay and are considered to be more diligent than male laborers. While a male laborer may be paid 120 taka (\$2.15) for a day's work, a woman doing the same job—or better—often earns only 80 taka (\$1.44) per day. In effect, a female day laborer earns 66.9 cents for every dollar a man earns in Bangladesh—only slightly worse than the 77.8 cents per dollar earned by women in America.

Photo 7



A Taiwanese woman unfurls a protest sign reading, "Put an end to blood and sweat factories, return to a happy society" as she participates in a rally outside a Taipei exhibition hall. Protesters gathered on June 1, 2010 to protest labor abuses by technological manufacturing giants such as Foxconn. Inhumane working conditions, including long hours and cramped living space, are just part of the problem—many of these companies also employ underage workers to work in small spaces on dangerous machinery.

Photo 8



Many developing countries engage in a fatalistic race to the bottom and waive worker's rights in an attempt to attract large manufacturing businesses. Taking an alternative route, Cambodia has worked hard since 1999 to prohibit sweatshop-like working conditions and to create a niche textile market for socially conscious consumers. Cambodia's garment industry, which accounts for 80% of the impoverished country's export earnings, continues to thrive, due in part to its successful branding of itself as one of the region's most labor-friendly manufacturing environments. Here, women sew at a Garment factory in Phnom Penh, Cambodia's capital and largest city.

Photo 9



As opposed to Cambodia, India has not shied from the race to the bottom, even as it has emerged as a dominant world power. Young boys from India's rural areas are purchased for 5,000 rupees—approximately \$98.00—and forced to work up to 12 hours a day in factories such as this textile plant in Jaipur, India. Boys receive an average of 2,300 rupees (approximately \$45.00) per month to live on, and often sleep on the streets. It is illegal to hire children to work in sweatshops in India, but the practice remains common among both local and foreign enterprises.

Photo 10



A child harvests coffee beans in El Paraiso, an agricultural *departamento* (state) located 74.6 miles east of Tegucigalpa, the capital of Honduras. Unlike even India, Honduras does not regulate child labor at all. The country's agribusinesses and exporters take advantage of inexpensive child labor as Honduras strives to become the largest coffee exporter in Central America. In this way, the race to the bottom is also a race to the top. The coffee-picking season, which lasts four months, is estimated to employ 100,000 harvesters, many of them children working for just \$8.00 a day.

Final Photo Essay in Text

VISUAL SOCIOLOGY

The Harsh Realities of Work in a Global World

While inexpensive clothing, jewelry, electronics, and other products may seem like a bargain to those living in the global North, they often come at a heavy social price. The day-to-day realities of life and work, the

impact of the race to the bottom and the exploitation of workers—particularly women and children—is largely invisible to the privileged consumers in the developed North. Thus, consumption often involves and conceals a dark side. The reader might want to keep these images in mind the next time a trip to the mall is contemplated.

Bangladeshi women head to work in Dhaka. Female day laborers such as these are in high demand throughout Bangladesh because they work for less pay and are considered to be more diligent than male laborers.

Residents of the Cairo, Egypt, settlement Manshiet Nasser collect garbage in the streets of their neighborhood. The settlement's 17,000 residents, called *zabbaleen* (literally "trash people"), collect, sort, and sell the trash and leftovers discarded by Cairo's residents.

Seven-year-old Shaheen Akram works with her family in a brick factory on the outskirts of Islamabad, Pakistan. Whole families, trapped in bonded labor agreements, work long hours under direct sunlight to make and transport ceramic bricks for large Pakistani masonry companies.

South Korean watch manufacturer Romanson operates a factory in Kaesong, North Korea. Industrial complex in Kaesong, North Korea. In North Korea, Romanson pays one-half of what it pays Chinese workers, and just one-thirtieth of what it pays South Korean workers.

A child harvests coffee beans in El Paraiso, Honduras. The country's agribusineses and exporters take advantage of inexpensive child labor as Honduras strives to become the largest coffee exporter in Central America.

Young boys from India's rural areas are purchased for 5,000 rupees—approximately \$98.00—and forced to work up to 12 hours a day in factories such as this textile plant in Jaipur, India. It is illegal to hire children to work in sweatshops in India, but the practice remains common among both local and foreign enterprises.

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Web Development, Social Media, Marketing, and Graphic Design

Website Development

With more than a decade of experience in commercial website design, I have collaborated with businesses of all sizes to develop fully-featured, responsive websites. Whether coded from scratch or built on modern content management systems, I design and develop sites to fit companies' specific needs in a way that is aesthetically pleasing and a pleasure to use. I specialize in copywriting and content creation, analytics, ease-of-use, SEO, multimedia, and more. Below, please find a selection of some of my recent development projects.

Colin Grover Freelance Development (2014)



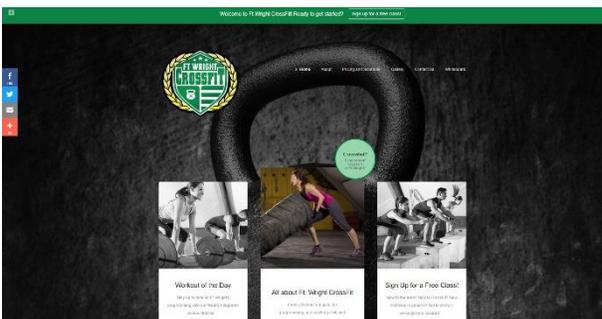
My personal website is built on a modern one-page design to maximize ease-of-use for new clients.

MotoSportFit (2016)



I designed and developed all of MotoSportFit's content and moved the site to a more robust host.

Ft. Wright CrossFit (2015)



This website features external fitness tracking software integrated directly into the site.

Wanderlust:Wanderlearn (2015)



I worked with Simone at Wanderlust:Wanderlearn to develop this robust, mobile-friendly blog platform.

Fearless Factory Ohio (2013)



This responsive, fully-functioning website prototype was written entirely in HTML/CSS.

B-books, Ltd. (2012)



I maintained B-books' website, moved it to a new host, and updated it with new copy and multimedia content.

Serving Your Purpose (2014)



I overhauled this site, served as social media manager for a year, and wrote frequent blog posts.

Kiki Magazine (2015)



This engaging and mobile-friendly website was written, designed, and built in less than two weeks.

Kiki Magazine, Continued



In addition to managing Kiki's two blogs (one for parents and one for readers) and social media outlets, I oversaw the magazine's Magento-based online storefront and provided monthly analytics and performance reports.

Social Media and Marketing

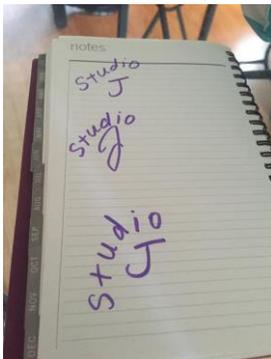
I have led several long-term social media marketing efforts, including event advertising, new product introductions, and market/audience building. I launched, and maintained over the span of the company's lifetime, the social media marketing efforts of Kiki magazine. These outlets included Facebook (www.facebook.com/kikimagazine), Twitter (www.twitter.com/kikimagazine), Tumblr (www.kikimagazine.tumblr.com), and YouTube (www.youtube.com/user/kikimagazine). Similarly, I launched and maintained the social media outlets for Serving Your Purpose, including the non-profit's Facebook (<https://www.facebook.com/servingyourpurpose/>), YouTube (<https://www.youtube.com/channel/UC74ibpDKH02XIKHqP8vnGtg>), and multi-series blog (<http://servingyourpurpose.com/blog/>).

Graphic Design

I have years of experience in professional graphic design, both in a full-time and freelance capacity. My work has been published in an internationally-circulated magazine, nationally-adopted textbooks, and both digital and local advertisements, demonstrating my ability to meet the needs of all types of companies.

Studio J

The logos at right were drafted for hair salon Studio J based on the client's original concept:



Stark Strength and Conditioning



This client wanted a variety of different ideas for a sign, and ended up choosing the design in the upper-left.

Kiki Magazine

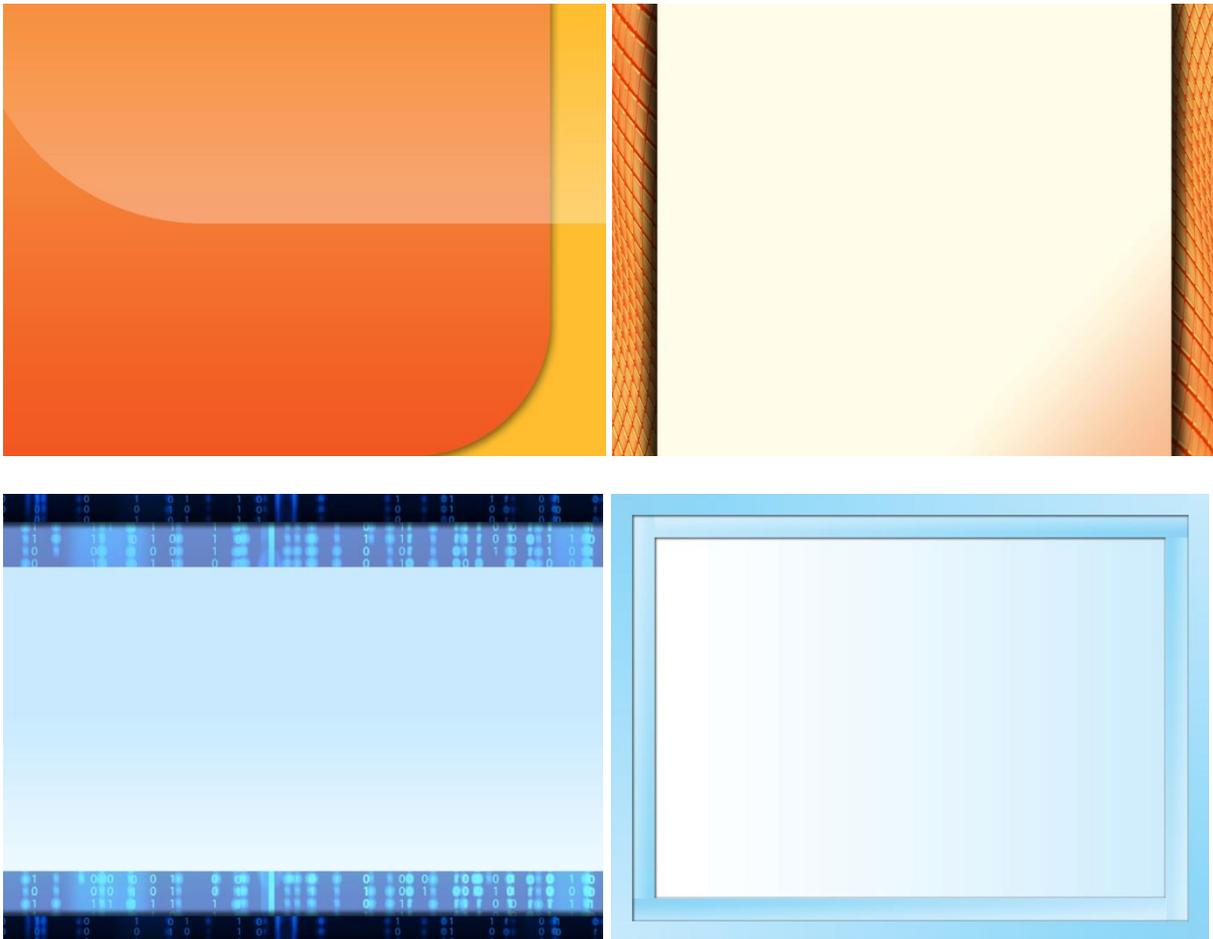


I served as website developer and social media manager for Kiki magazine for seven years, during which time I created a number of graphics for the web, fliers, and movie theatre display advertising. This postcard was designed to advertise the magazine's annual event for girls, KikiLIVE.



These spreads, part of a digital media kit, highlight Kiki’s fun and colorful aesthetic, crafty DIY subject matter, and overall eclectic design appealing to girls age 8 to 14.

Cengage Learning

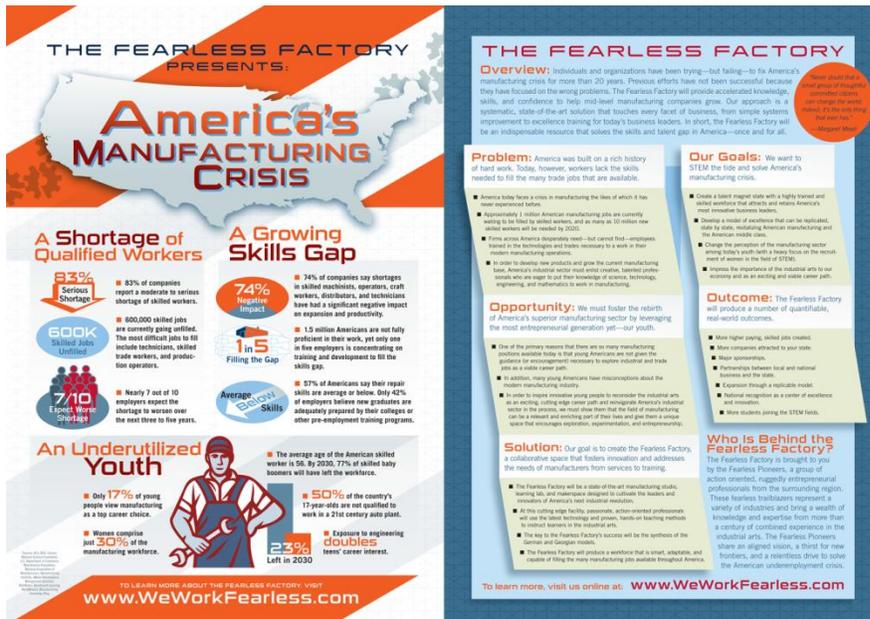


These four PowerPoint templates were created for the supplemental package accompanying Chuck Williams’ Effective Management 6e, published January 2013 by SWCP (ISBN: 978-1435462878). They are designed to match the text’s core design elements.

Soup-to-Nuts Development

When the team behind the Fearless Factory met with Ohio Governor John Kasich to discuss the project, they brought and distributed a booklet with a two-sided poster affixed inside. For both of these pieces, I wrote the copy, concepted and led the design, secured a printer, and arranged delivery—all in the span of three weeks. The complete booklet and poster are available to view at:

www.colingrover.com/FearlessFrontLine.pdf.



The Fearless Factory poster front (left) presents facts about America's manufacturing sector as an infographic and the back (right) describes the Fearless Factory project itself.

Professional Endorsements

Over the course of his tenure with B-books, Colin has participated in many facets of product and title development, from content creation and manuscript development, to photos, videos, and other supplements, and even permissions. He was also the webmaster for Kiki magazine, a national magazine B-books published from 2007 to 2016. Across all of those spaces, Colin regularly produced results that impressed authors, reviewers, and clients (both internal and external), and his polished, thoughtful, and pleasant email communication reflected well on himself and on B-books as a whole.

Equally if not more important than the results Colin achieves is how he gets the work accomplished: with diligence, humor, and attention to detail. His understanding of when he needs to call in reinforcements is only matched by his flexibility and willingness to collaborate. Colin takes projects with ambiguous deliverables, impossible deadlines, and unrealistic requests in stride and delivers results that delight clients and help them meet their goals. Colin is a high-performing editor with a robust toolkit of development skills, and I think he would be a tremendous asset to your team.

- **Jamie Bryant, Owner, B-books and Kiki magazine**

Colin Grover knows his stuff. And he knows how to make that stuff happen! When I first met him, I knew that my website had to go from A to Z, but without a techie background, I had no idea how to make my ideas a reality. Colin is very intuitive and listened to what I needed my website to accomplish. He was very responsive to my overall vision and he worked **with** me to put together a solid design. As work progressed, Colin kept in close communication with me, including making excellent suggestions along the way. The end result was absolutely fantastic – my website reflects perfectly (and more) my vision and I am absolutely thrilled with the page. Excellent work, Colin, excellent work!

- **Simone Kuzma, Owner, Wanderlust:Wanderlearn**

I had the good fortune to work with Colin Grover on a presentation for an important philanthropic pitch to the State of Ohio. We needed graphics and facts that would tell our story simply and memorably. Oh, and we needed them in short order. Colin engaged his capable team and under his masterful guidance developed a poster and booklet that were powerfully persuasive! His grasp of the concepts and delivery of key points, turned round so quickly, held my team in speechless appreciation. I can't wait until our next project!

- **Jay R. McKeever, Director of Worldwide Marketing, Cincom Systems, Inc.**