



Joel Steinfeldt

Academic Brand Manager at University of Illinois at Urbana-Champaign

Urbana-Champaign, Illinois Area | Marketing and Advertising

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Joel Steinfeldt's Overview

Current	Academic Brand Manager at University of Illinois at Urbana-Champaign
Past	Academic Brand Manager/Media Communications Specialist at University of Illinois at Urbana-Champaign Media Communications Specialist at University of Illinois at Urbana-Champaign Technical Editor at Illinois State Geological Survey see all ▾
Education	University of Illinois at Urbana-Champaign Illinois State University Carthage College
Connections	450 connections
Websites	Company Website Personal Website Personal Website

Joel Steinfeldt's Summary

Specialties: Higher education branding, federal licensing and trademark issues, augmented reality applications, mobile applications, online video, multimedia, YouTube EDU channels, Web accessibility (including closed captioning), project management, information architecture, Google Analytics, news writing and editing, technical editing, geoscience writing and editing, content management, mapping, campus maps, Arc-GIS tools, Google MapMaker, Facebook, Twitter and Pinterest.

Joel Steinfeldt's Experience

Academic Brand Manager

University of Illinois at Urbana-Champaign

Educational Institution; 10,001+ employees; Higher Education industry
August 2007 – Present (6 years 4 months)

I handle licensing and trademark issues for the campus and serve as a coach to help colleges, schools and departments use the university's visual identity.

Academic Brand Manager/Media Communications Specialist

University of Illinois at Urbana-Champaign

Educational Institution; 10,001+ employees; Higher Education industry
2007 – 2009 (2 years)

Media Communications Specialist

University of Illinois at Urbana-Champaign

Educational Institution; 10,001+ employees; Higher Education industry
March 2005 – August 2008 (3 years 6 months)

Worked for Creative Services at Public Affairs as a project manager.

Technical Editor

Illinois State Geological Survey

Educational Institution; 51-200 employees; Research industry
2001 – 2005 (4 years) | Champaign IL

Editing geoscience authors, including maps, illustrations, and general geology education series text.

Editor

Pekin Daily Times

March 1998 – October 2001 (3 years 8 months)

Oversaw the daily newsgathering, writing, and editing of the newsroom staff.

Joel Steinfeldt's Projects

Augmented Reality Alma Mater

April 2013 to May 2013

Team Members: Joel Steinfeldt

Graduates and guests had their picture taken with a three-dimensional, life-sized virtual rendering of the Alma Mater sculpture atop its pedestal at the corner of Green and Wright streets. The event ran from May 9-11.

Using a special app running on iPads provided at the site, and a special target image mounted on the pedestal, participants walked around the sides of the virtual sculpture to... more

Joel Steinfeldt's Skills & Expertise

Online Video Social Media Marketing Web Analytics Multimedia Web Video Content Management Editing
Interdisciplinary Team Leadership Interdisciplinary Collaboration Higher Education Project Management Content Strategy
Social Media New Media News Writing Blogging Journalism Web Content Management Newsletters
Information Architecture

View All (49) Skills ▾

Joel Steinfeldt's Education

University of Illinois at Urbana-Champaign

Master of Science, 2011, Journalism

2007 – 2011

Illinois State University

Secondary education

1987 – 1988

Activities and Societies: Reporter for the Daily Vidette

Carthage College

Bachelor of Arts, History and English

1983 – 1987

Activities and Societies: Tau Sigma Chi

Joel Steinfeldt's Additional Information

Websites:

- Company Website
- Personal Website
- Personal Website

Interests:

New media

Groups and Associations:



College of Media at Illinois



Illinois State Geological Survey



The University of Illinois at Urbana Champaign

Honors and Awards:

2001 Associated Press, Original Column, first place, Division C
2000 Associated Press, Editorial Excellence Sweepstakes Award, Division C
2000, 1999, 1998, Illinois Press Association, Best Coverage of Taxation in Illinois, all divisions
1999 Associated Press, Community Service Sweepstakes Award, Division C

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