

Nathaniel J. Ptacek

Minneapolis, MN • 920.544.2085 • njptacek@gmail.com • www.arborealiscreative.com

EDUCATION

St. John's University
Collegeville, MN

Major: Environmental Studies

Senior Thesis: *Focusing on the Environment: Addressing Contemporary Environmental Issues Through Purposeful Photography*

Individualized Learning Project: *"Shelter from the Storm: Nomadic Dwellings in Cold Climates"*

- Implemented research through design and construction of traditional canvas winter tent
- Initial test run in -13 F temperatures proved successful; later heavy use throughout winter seasons

Study Abroad Focus: Aboriginal Studies - Fremantle, Western Australia

EXPERIENCE

Sales Associate
Patagonia, St. Paul, MN
November 2008 – Present

- In-depth product knowledge of functional design features and organic/recycled materials
- Promote culture of environmental sustainability through store initiatives
- Assist In-Store and Regional Visual Merchandisers with creative displays and store windows

Marketing Coordinator – ReUse Center Program
The Green Institute, Minneapolis, MN
October 2008 - Present

- Coordinate marketing initiatives for The ReUse Center, a building materials recycling program
- Photograph new materials, create original graphics for marketing materials, perform web updates, and create email and advertising campaigns
- Currently aiding brand development initiative and performing complete website design overhaul

Documentary Photographer and Video Producer
Arborealis Creative, Minneapolis, MN
May 2006 – Present

- Plan, film, edit, direct, and produce documentary media emphasizing social/environmental issues
- Currently in pre-production stage of latest documentary video, focusing on changing perceptions of the wilderness concept at the start of the 21st Century
- *Pheasants Forever - UBBN Episode One*, video for web focusing on sustainable dog training facilities in southern Minnesota (2009)
- *The Okee Dokee Brothers*, a short film for the website of a children's music non-profit (2008)
- *Somos de Cafe*, a film focused on the Kuchub'al Fair Trade Coffee Organization; filmed on site in the rural highlands of Guatemala (2008)
- *No Boundaries*, a film focused on canoe culture and environmental issues in the Boundary Waters Canoe Area Wilderness (2006)

Manager / Marketing Associate

Outdoor Leadership Center (Non-Profit), St. John's University, Collegeville, MN

August 2004 – May 2008

- Promoted from Marketing Associate to Manager, May 2007
- Hire, train, and supervise 20 student employees
- Organize and facilitate outdoor-related programs and equipment rental; climbing wall
- Develop marketing campaigns and specific programs

Intern / Canoe Outfitter

Tuscarora and Way of the Wilderness Canoe Outfitters, Gunflint Trail, Grand Marais, MN

Summers 2005 - 2008

- Assist in management of equipment, lodging, and restaurant in remote wilderness setting
- Teach, equip, and communicate with clients to ensure a satisfactory experience in the Minnesota/Canadian Wilderness
- Drive towboat to Canadian border in all weather conditions

Apprentice (Carpentry / Construction)

Thomas Jerome, Inc., Garrison, NY

Summers 2003, 2004

- Ongoing house construction work, including window and skylight installation, electrical installation, carpentry finish work and installation, and aluminum roofing
- Other duties included woodshop clean up, care for livestock, crew meal preparation, and projects in a forested, mountainous setting.