

Robert F. Hoffman
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EDUCATION

New York University, New York NY 2019-Pres.
Tisch School of the Arts
Master of Arts, Moving Image Archiving and Preservation

The College at Brockport, State University of New York, Brockport NY 2012-2015
Visual Studies Workshop, Rochester NY
Master of Fine Arts, Visual Studies

State University of New York at Buffalo, Amherst NY 2002-2004
Bachelor of Arts, Media Study
Magna Cum Laude

TEACHING EXPERIENCE

CONCORD UNIVERISTY, Athens WV 2016-2019
Assistant Professor of Communication Arts & Media

MONROE COMMUNITY COLLEGE, Rochester NY 2014
Adjunct Lecturer

PROFESSIONAL EXPERIENCE

ABRACADABRA, Athens WV 2018
Director

- Directed ten episodes of the regional Emmy winning children's television program Abracadabra produced by the West Virginia School of Osteopathic Medicine in association with Concord University.
- Managed and trained a crew of six students in broadcast television production and equipment operation.
- Installed broadcast equipment and administered digital asset management and data storage.

- Acted as a liaison between WVSOM and Concord University administration.
- Provided technical advising to WVSOM staff and on-air talent.

GEORGE EASTMAN MUSEUM, Rochester NY

2015-2016

Exhibition Preparator

- Part time exhibition preparator.
- Assisted in the installation and de-installation of exhibitions.
- Performed other duties assigned by the Director of Exhibitions.

VISUAL STUDIES WORKSHOP, Rochester NY

2012-2013

Collections Assistant

- Provided assistance to faculty, researchers, and students who came into the library shelved books, print materials, media materials, and added to on-line catalog.

Multi-Media Specialist

- Responsible for set-up, video documentation, and editing of VSW artist talks and events.
- Assisted the Director with equipment recommendations for the Academic Equipment Replacement Proposal to the School of Arts Humanities and Social Sciences, The College at Brockport, State University of New York (funded).

WIVB TV, Buffalo NY

2007-2012

Broadcast Technician

- Full time employee at News Channel 4, CBS network affiliate.
- Newscast Technical Director.
- Operated Professional broadcasting equipment.
- Weekend Crew Chief.

WKBW-TV, Buffalo NY

2005-2006

Broadcast Technician

WNED-TV, Buffalo NY

2003-2005

Production Assistant

INTERNSHIPS

NAT'L. MUS. OF AFRICAN AM. HISTORY & CULTURE, Washington D.C. 2020

- Researched strategies with the media archiving staff for the long-term preservation of born-digital camera-original video content and metadata.
- Utilized command-line based tools in the implementation of the Open Archive Information System (OAIS) archival model utilized by the museum.
- Retrieved command-line scripts from GitHub and utilized them to complete assigned tasks.

INTERNATIONAL RESCUE COMMITTEE, New York NY 2019

- Worked with the Communication Department's born digital production archive.
- Researched current IRC descriptive metadata terms and created a searchable Microsoft Excel workbook.
- Developed a procedure for cataloging the video content on individual camera original memory cards by using the marker feature in Adobe Premiere Pro.

SIGNAL CULTURE, Owego NY 2014

- Provided administrative and technical support to the director and staff.

CURATORIAL PROJECTS

Experimental Video from the VSW Collection 2015
Visual Studies Workshop, Rochester, NY

EXHIBITIONS

Self Directed, MFA Thesis Exhibition 2015
Visual Studies Workshop, Rochester, NY

Call to the Unknown, The 2014 Annual Student Art Exhibition 2014
The College at Brockport, Brockport, NY 2014

Pop-up Installation, The Yards, Rochester, NY 2014

Breaking Currents, The 2013 Annual Student Art Exhibition, 2013

The College at Brockport, Brockport, NY. (Photography Award)

A Photographers Path 16, High Falls Art Gallery, Rochester, NY 2013

Visual Studies Workshop Auction, Visual Studies Workshop,
Rochester, NY (donated print) 2013

The City is Asleep and Dreaming / Public Media Art Walk,
Repurposed Real Estate, Rochester, NY 2012

AWARDS & HONORS

Earned the rank of Eagle Scout in the Boy Scouts of America.

Honor Society Membership: Phi Beta Kappa, Golden Key and Tau Sigma.

VOLUNTEERISM

Buffalo Broadcasters Association – Technical & Archival Consultant 2019-Pres.

Buffalo Museum of Science, Buffalo NY – Staff 1997-2008

Mariners' Museum, Norfolk VA – Video Producer 2012

Boy Scouts of America, Cheektowaga NY – Troop & Council Level 2000-2012

WNY Minority Media Professionals, Inc., Buffalo 2005-Pres.