Sean Carton, D.C.D.

University of Baltimore
Department of Marketing and Entrepreneurship
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Education

D.C.D., University of Baltimore, 2005.
Major:

M.A., University of Maryland College Park, 1992.
Major: English Literature

B.A., University of Maryland Baltimore County, 1990.
Major: English & Psychology

Professional Positions

Academic - Faculty

Professor of Practice, University of Baltimore Department of Marketing and Entrepreneurship. (2012 - Present).

Adjunct Professor, University of Baltimore Department of Marketing and Entreprenueurship. (2012).

Adjunct Professor, University of Baltimore Publication Design Program. (2011).

Lecturer, Goucher College, MA Cultural Sustainability Program. (2010).

Adjunct Professor, University of Baltimore, IDIA MS Graduate Program. (2008).

Adjunct Professor, UMBC, Entrepreneurship Program. (2007).

Professor, Philadelphia University, MA Digital Design Program. (2004 - 2006).

Adjunct Professor, University of Baltimore, Publication Design Program. (2003 - 2004).

Adjunct Professor, Maryland Institute College of Art, Continuing Studies. (2002).

Adjunct Professor, Goucher College, Public Relations. (1999 - 2000).

Academic - Administrative/Other

Dean, School of Design and Media, Philadelphia University. (2004 - 2006).

Professional

Director, Center for Digital Communication, Commerce, & Culture, University of Baltimore. (2011 - Present).

Chief Creative Officer, Idfive, LLC. (2006 - Present).

Chief Experience Officer, Carton Donofrio Partners. (2001 - 2006).

Managing Partner, Carton Donofrio Partners. (1996 - 2001).

Awards and Honors

New York Art Director's Club. (Present).

One Show, Award of Merit. (Present).

PRSA "Best in Maryland". (Present).

Top 100 Web Firm, Industry Standard. (Present).

Top 100 Web Site of All Time, Cool Tool of the Day. POV Magazine. (Present).

Webby. (Present).

ClickZ Marketing Excellence Award (Individual). (2011).

Gold ADDY for Know-the-Number.com campaign (web and outdoor). (2010).

Silver ADDY for MBA.com web site. Graduate Management Admission Council. (2009).

Best Web Design Firm. (2001).

RESEARCH

Intellectual Contributions

Books

Carton, S. (2005). 2005 Gamer's Almanac, Que.

Carton, S. (2001). Dot Bomb Survival Guide. *McGraw-Hill.*

Book Chapters

Carton, S. (2012). Can Hipness Hurt Sales?. *Oxford: Oxford University Press.*

Conference Proceedings

Carton, S. (2002). Self-assembling hypertexts, weblogs, and wikis. *the thirteenth ACM conference on Hypertext and hypermedia (HYPERTEXT '02), James Blustein (Ed.). ACM.149-149.*

Non-Refereed Journal Articles

Carton, S. (Forthcoming). If I Had $1Billion.. *Intermedia: The Journal of the International Institute of Communications..*

Media Contributions

Inside Mac Games: (Present).

Digital Living Today: (Present).

bOING bOING: (Present).

Publish.com: Weekly column 2005-2007 (Present).

Streettech.com: (Present).

ClickZ.com: bi-weekly column since 1998 (Present).

Media Magazine: (Present).

Wired: (Present).

Revolution: (Present).

Stim: (Present).

POV: (Present).

Cape-X: (Present).

Cool Tool of the Day: (Present).

Green: (Present).

University Service

University of Baltimore CLA Advisory Board.

University of Baltimore Entrepreneurship Board.

Professional Service

AAAA "Interactive Marketing & New Media" Committee.

Alex Brown Center for Entrepreneurial Leadership.

Chair, AAF Baltimore 2008 ADDY Awards.

Co-founder, Webslam.

Gov. William Donald Schaeffer's 2003 Transition Team.

Greater Baltimore Technology Council.

Maryland Survivor's Scholarship Fund Co-Founder.

University of Maryland College Park, College of Liberal Arts Advisory Board.

Potapskut Sailing Association. (2004 - 2012).