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Qualifications

Design Software (2D,
3D & vector graphics):

- Adobe Illustrator
- Adobe PhotoShop

Web Analytical Software:

- Google Analytics
- WebTrends

Publishing, Web & Word

Processing Software:

- Adobe Acrobat
- Adobe InDesign
- Adobe DreamWeaver
- Microsoft Office
- Quark Xpress

Multimedia and Digital Video
Software:

- Adobe After Effects
- Adobe Premiere
- Apple QuickTime
- Imovie
- Media Edit

Web Development:

- HTML
- CSS
- PHP
- XML
- Joomla
- Wordpress
- Magento
- Shopify
- Other
- Archtics

Education

- **Corcoran College of Art**
Washington, DC
Bachelors Degree,
New Media Design
- **Bradley Academy of Art and Design**
York, PA
Associates Degree,
Multimedia

Professional Experience

Freelance Graphic and Web Designer, Silver Spring MD 1999- Present (Salary: 60,000) Independent Contractor

Provided logo, print, web design, and online marketing services to select regional clients.

- Worked with clients such as Liberty Alliance, Shah & Associates, Alliance for Business Advocacy, and Eight-Fifty Five.
- Moderated numerous panels on online marketing and branding in the music industry.

Washington Redskins, Landover MD 2008- 2009 (Salary: 50,000) Marketing Manager, Premium Seating

Supported the Consumer Marketing Director in business development, marketing, and support to the sales activities for the strategic growth.

- First Marketing Manager in history of department to developed, refined and executed campaign tactics ranging from website and digital marketing to direct mail, as well as communications with customers and partners.
- Developed, executed and managed e-newsletter strategy that emphasized a “exclusive Redskins information’ approach which generated 30% increase in ticket sales.
- First Marketing Manager to managed web and interactive projects, including web development in and out of department.

Market Research.com, Rockville MD 2007-2008 (Salary: 47,000) Publishing Marketing Coordinator

Developed, refined and executed campaign tactics ranging from website and digital marketing to direct mail, as well as communications with customers and partners.

- Worked with technical, and corporate marketing departments in planning the infrastructure, usability and technical requirements of new search system (post acquisition of Profound, inc)
- Created, developed and implemented numerous company-wide **SEO** “Best Practices” policies/documents:
 - HTML Coding Guidelines
 - Content Copywriting Guides
 - Keyword Research (density, relevance, weight, etc ...)
- Managed website analytics software and generated reporting of entry pages and search terms for traffic, registration, and conversion.



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References

Irina Frukhtbeyn

Colleague at:
Marketresearch.com
Years: 5
240.481.7562

Aaron Akins

Colleague at:
Marketresearch.com
Years: 4
301.233.9787

Latoya Peterson

Colleague at:
Marketresearch.com
Years: 6
240.505.1363

Alva George

Colleague at:
Freelance Client
Years: 8
240.423.7460

Letters of
Recommendation
available upon request.

Professional Experience [continued]

Market Research.com, Rockville MD

2005-2007 (Salary: 43,000)
Publishing Projects Coordinator

Managed the design and production process of all internal publishing products.

- First Publishing projects coordinator in company history to manage internal publishing lines packaged facts, Kalorama, SBI, and Simba.
- Implemented a project management system, worked cooperatively with the corporate marketing department to develop milestones.
- Created all procedures and guidelines for report submission and for displays across three brands.
- Designed all print and web collateral for internal publishing lines.

Market Research.com, Rockville MD

2002-2005 (Salary: 35,000)
Publisher Relations Coordinator

Created and monitored schedules, deliverables and internal and vendor resources that submit content to Marketresearch.com site.

- Assisted in the in-house re-branding (post acquisition of MindBranch, inc.) and website re-branding initiative by creating wireframes and working between technical, and design staff on branding and usability.
- Within six months, top associate in department responsible in the management of over 150 major publisher (vendor) accounts including Mintel International Group, Datamonitor, and RocSearch, including 7 of the top 10 publisher accounts.