

Profile

Creative, analytical self-starter with experience in web development and design, word-of-mouth and traditional marketing, and user interface design. Disciplined team player with no-nonsense approach to collaboration and commitment to very high standards of work.

computer skills*html**css**javascript/jQuery**adobe creative suite**apatana studio**git/subversion**silverpop**strongmail**google analytics**omniture**joomla**microsoft office***clients***new york times**lexus**sotheby's
international real
estate**sire records**stormshow studios**lec environmental**peerium**teton gravity research**snow king resort**snake river brewing***Professional Experience****BZZAGENT LLC • Boston, MA**

May 2008 to September 2009

Web Developer/Designer*www.bzzagent.com*

- Led UI and page design and development for two major in-house products (FrogPond and BzzScapes) and for two partner websites (MyPoints FrogPond and Philips)
- Led design and development of third party multilingual product (Philips Russia Syndicated BzzCampaign); maintained international sites in three languages
- Developed concepts and design prototypes for all stages of the design process and managed documentation of site developments, features and procedures
- Worked closely with Marketing department to enhance overall company identity and vision while working in conjunction with Java engineering department to create unified website experience
- Responsible for cross-browser html, css and javascript coding for integration into .JSP pages
- Compatibility testing for IE6+, Firefox 1.5+, Safari, Google Chrome, Opera for Mac and PC platforms
- Created both static image and animated Flash web banners and graphics
- Assisted in creation and implementation of SEO optimization strategy
- Collaborated on multiple projects simultaneously on teams as small as one and as large as 20

AEROMEDIX.COM LLC • Jackson, WY

2006 to 2008

Director of Operations*www.aeromedix.com*

- Managed all aspects of e-commerce business, generating \$2 million plus in annual sales
- Designed and implemented marketing strategies, including email campaigns, print advertising and other internet marketing avenues
- Optimized websites for premium organic search engine placement; analyzed site traffic and sales data for marketing and product research using Google Analytics, click tracking and heat mapping programs
- Managed PPC advertising campaigns across multiple channels, including Google, Yahoo, MSN

twentytwo interactive LLC • Jackson, WY

2004 to 2006

Founding Partner, Web Designer & Project Manager

- Generated \$130,000 in sales in year one with a 10% increase in year two
- Managed all aspects of the design and development of over 50 projects in two years

PROD (People's Republic of Design) • Boston, MA

2002 to 2004

Founding Partner & Web Designer*www.prod4ever.com*

- Led team as principal Macromedia Flash designer and HTML coder
- Researched and encouraged adoption of new internet technologies among other partners and clients

Freelance Web Design & Consulting Experience**2006 to Present**

Managed all aspects of multiple web design projects, including contract negotiations, budgeting, hiring and supervision of third party vendors, scheduling, billing, design, build, testing, launch and maintenance; devised and implemented client-appropriate interactive strategies and web technologies. Led six week beginner web design course at Jackson Hole Art Association focused on the use of Adobe Photoshop and Dreamweaver programs to create a basic website.

Education**State University of New York at Oneonta • Oneonta, NY**