



## Key Skills

Website Design	CSS/CSS3	Social Media	Branding
Website Development	Javascript	Online Marketing	Photography
HTML/HTML5	Typography	Site Analytics	Photo Editing
Search Engine Optimization (SEO)	Graphic Design and Production	Print/Digital Design & Layout	High Level of Creativity

## Software Expertise

Dreamweaver	Muse	InDesign	Illustrator
GoLive	Photoshop	Visio	Flash
WordPress	Publisher	Microsoft Office	Power Point
SharePoint	QuarkXPress	Acrobat	FTP

## Employment History

### **FREELANCE WEB DESIGNER/DEVELOPER/GRAPHIC DESIGNER** **2/2014 to Present**

**Business:** Web Design & Development, Graphic Design, Branding, SEO, etc. for Clients

**Responsibilities:**

- Developing and designing websites, landing pages, and email marketing
- Graphic design for brochures, business cards, advertising, etc.
- Focus on branding and encompassing branding standards to create an entire on and offline presence

### **WEB DESIGNER/DEVELOPER | The Goodman Group, Chaska, MN** **9/2005 to 2/2014**

**Business:** Senior Living and Health Care Communities, Apartment Communities, and Commercial Property Management

**Responsibilities:**

- Developed and maintained 60+ separate websites in GoLive and Dreamweaver
- Maintained first page Google listings on 95% of the websites
- Produced banners and landing pages for websites and collateral materials
- Used advanced Photoshop skills to edit photos and graphics used on the websites
- Worked in WordPress for the new redesign of The Goodman Group website
- Worked closely with the Marketing Department to plan the upcoming redesign for all of The Goodman Group websites
- Used SharePoint/SharePoint Designer to design/develop the company intranet
- Miscellaneous troubleshooting throughout the years as technology changed



## Employment History (continued)

**CREATIVE PROJECTS MANAGER | ECA Marketing, Eden Prairie, MN** 8/2003 to 7/2005

**Business:** Life Insurance and Annuity Marketing Firm

**Responsibilities:**

- Designed, developed, and maintained the company website
- Provided and directed all aspects of the Creative Department, including magazine advertising, direct mail campaigns, newspaper advertising, and email marketing
- Produced, designed, and maintained a monthly email marketing campaign
- Established and controlled the media planning for the company

**WEB & GRAPHIC DESIGNER | Herald-Journal Publishing, Winsted, MN** 2/2001 to 8/2003

**Business:** Publishing Company and Three Individual Newspapers

**Responsibilities:**

- Maintained and updated the company website
- Controlled the advertising for several target accounts, designing all advertising for clients including ads, brochures, billboards, banners, logos, and websites
- Wrote an editorial column

## Education

**Saint Cloud Technical College - Computer Support and Network Administration**

Studies: HTML Web Design, Computer Concepts, Programming, and Networking

**Willmar Technical College - Professional Photography Technology**

Studies: Portrait and commercial photography, layout, lighting, and black and white and color printing and processing

## Additional Education & Training

**Lynda.com Online Training**

- WordPress Essential Training, Responsive Design, Bootstrap, Dynamic Dreamweaver Websites, Adobe Muse Essential Training, and more

**Online Anytime Educational Classes, New Horizons Computer Learning Center**

- Adobe Illustrator, levels I and II; Adobe Acrobat, level I; Advanced Photoshop; Adobe GoLive, levels I and II; Microsoft Excel

**References available upon request**