

Summary

Website Design & Graphics • Front End Website Development • Writing for the Web

- Designs aesthetically pleasing websites that are easy to navigate and easy to read
 - Codes in standards-compliant CSS, XHTML
 - Uses tools including Dreamweaver, Photoshop, Adobe, Microsoft Office Suite
 - Designs, codes, and writes for the web in accordance with SEO best practices
 - Working knowledge of content management systems including Moodle and Drupal
 - Able to take large-scale projects from concept to completion
 - Able to work on complex projects that require coordination with multiple stakeholders and developers
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Education

- M.Ed., focus on web design and online learning: Jones International University, Englewood, CO
 - MBA, emphasis in marketing: University of South Florida, Tampa, FL
 - BA, psychology and education: University of South Florida, Tampa, FL
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Skills & Abilities

Web Design

- Designs websites from concept to completion
- Uses XHTML, CSS, Dreamweaver, Photoshop and SEO techniques
- Expertise in developing appealing designs, consistent navigation, and user-friendly layouts
- Able to ensure integration of website design with overall branding and communications efforts

Communications

- Managed marketing and communications efforts for multi-national corporations
- Communicates with authenticity and confidence, and with the ability to build bridges of understanding among diverse groups of people

Creative Skills

- Develops creative approaches and layouts for collateral materials, advertising, websites
- Oversees the work of creative teams and ensures linkage between creative ideas and client goals

Program Management

- Skilled program manager; comfortable managing multiple projects simultaneously; self-starter
- Expertise in initiating, designing and implementing both large-scale and small-scale programs

Interpersonal

- Expertise in client relationship management, and in being both a team leader and a team player
- Flexible, professional, collaborative; works well with people at all levels

Business Expertise

- Understands business, applies sound judgment, solves problems, thinks creatively and strategically
 - Plans effectively, and manages program and department budgets according to plan
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Recent Work History

Independent Consultant, 2006 – Current

Website Design & Marketing Communications Support

- Designs, writes and implements websites & electronic newsletters
- Helps clients define their marketing plans as well as their website strategies
- Special focus working with art organizations and non-profits
- Provides general marketing / communications support

Hospice of the Gorge, 2003 – 2006 and 2008

Program Manager, Marketing Communications & Community Education

- Responsible for outreach programs and marketing communications
- Built community awareness of end-of-life issues

Recent Work Examples

(Control / click to view online)

- [□ □ □ □ □](#)
Designed, developed, wrote content for the website
- [Hospice Website](#)
Designed, developed, wrote content for the website
- [Art Heals Birth to Death](#)
Developed the program

Previous Work History

Mercer Delta Consulting, 2001 – 2002

Consultant, Strategic Communications / Change Management

- Team leader for the *How We Survived 911* project
- Responsible for change communication efforts of major clients

Ketchum Sheppard, 1998 – 2001

Director, Strategic Employee Communications

- Lead consultant for clients including Blue Shield, Whirlpool, Brown & Root
- Developed and implemented integrated brand alignment strategies

MetaSkills Consulting Group, 1995 – 1998

Consultant / Owner, Leadership Development & Change Management

- Developed and implemented leadership training for multi-national companies
- Facilitated business-process reengineering efforts for global corporations

Tektronix, 1992 – 1995

Director, Employee Communications / Change Management

- Developed and implemented the company's communication programs to effect large-scale change
- Initiated and implemented a global effort to link employee actions with company strategies

National Semiconductor Corporation (NSC), 1982 – 1992

Director, Marketing and Corporate Communications; Manager Corporate Training Department

- Managed marketing, communications, and creative services at corporate and divisional levels
- Managed the corporate training department
- Initiated and implemented the corporate-wide Total Quality program on three continents

Ad-Image Advertising 1977 – 1982

Director, Account Management

- Developed advertising plans for clients and maintained liaison between clients and creative services
- Ensured on-time completion and placement of advertising and collateral material

Representative Clients

- Johnson & Johnson
- Pfizer
- Genentech
- Blue Shield of California
- adidas-Salomon
- Hewlett-Packard
- Toyota Financial
- Tektronix
- Whirlpool
- Halliburton