

Objective

To secure employment as a Senior Web Developer and Marketer.

Qualifications

- Self-motivated, creative, organized hard worker who enjoys working with groups and individually in New Media projects.
- Expertise in Macromedia Dreamweaver, Director, and Flash, Adobe Photoshop, Illustrator, Acrobat and Premier, IIS, Final Cut Pro, QuickTime VR, 3DS Max, Corel Suite, and Microsoft Office.
- Extensive knowledge of HTML, XHTML, XML, CSS, ASP, PHP, Lingo, ActionScript, and JavaScript.
- Advanced Search Engine Optimization skills, and web marketing. Extensive experience with Google AdWords, Yahoo! Search Marketing and MSN adCenter.
- Strong ability to self-teach and develop new media products in a timely and efficient manner.
- Proficient in both Mac (OS 8.5-X) and PC (Windows 95-XP) environments.
- Strong leadership skills.
- Extensive experience with digital video equipment and cameras.

Employment

Linde Healthcare

Saint Louis, MO, USA

Sept 2003 - Present

Web Designer (lindehc.com, nursefinders.com, clubstaffing.com, kendallanddavis.com, thelindegrou.com, shop.lindehc.com etc)

- Worked as lone web designer for a group of recruiting companies that specialized in physicians, nurses, fashion apparel and office staff. I managed all things related to the sites, which included: updates, maintenance, redesigns, creation of sites from scratch, advertising, SEO, web server maintenance, and market research.
- Increased leads from websites by 653% from the year before.
- Managed and created numerous successful Google Ad-Words and Yahoo! Search Marketing campaigns that resulted in the increase of on-line leads.
- Optimized websites for Search Engines (particularly Google) in which the websites saw an increase in natural traffic for 150 plus competitive keywords. This resulted in us being able to reduce our dependence on Google AdWords for specific key phrases.
- Brought the dedicated web server in-house, which resulted in having less downtime with the sites and made the sites 65% faster.
- Most sites I worked on were ASP sites that were dynamically driven either by a custom-made database application or by access. Having the sites database driven, reduced the amount of manual updates, and created a better user experience.
- Strived to create XHTML, CSS standard compliant sites.
- Created numerous print marketing campaign and promotional material.

Museum of the Regiment

Calgary, Alberta, Canada

Jan 2003 - April 2003

Practicum Web Designer (museumoftheregiments.ca)

- Completely re-designed a website with one other intern for a non-profit museum.
- Increased usability, functionality, and user interest.

- Designed web pages using Dreamweaver, Photoshop, Illustrator, Director, Flash, and QuickTime VR Studio.

Advantage Energy Income Fund Calgary, Alberta, Canada June 2001 – April 2003
Technical Assistant

- Assisted Senior Vice President with evaluating potential corporate acquisitions totaling in \$250 million; resulting in the doubling of the company's worth.
- Collected and organized large amounts of data for evaluation purposes.
- Computer technology support.
- Assisted in accounting with data entry and organization.
- Reception support.

Enerplus Resources Corporation Calgary, Alberta, Canada June 1999 – June 2001
Evaluations Assistant & Multi-media Technician

- Created 3 major successful divestment packages through both a printed 200-page booklets and customized CD-ROM presentations using Macromedia Director, Adobe Acrobat, Corel Draw and various other computer programs.
- Created maps, Excel tables, Word documents, PDF files, Graphics, jpeg images and integrated them to create a Director presentation to sell multi-million dollar properties in a short amount of time.
- Supervised the creation of the presentation of the divestment packages and the collation and printing of the divestment books.
- Trained co-workers in the use of Corel Draw, Adobe Acrobat, Director, PetroDesk, Microsoft Office, and Hewlett Packard Printers (8550, 5si, 4si, 4000).

Education

Southern Alberta Institute of Technology Calgary, Alberta, Canada Sept 2001-April 2003
Diploma in New Media Production & Design

- Received the Jason Lang scholarship in recognition of exceptional academic achievement.

Southern Alberta Institute of Technology Calgary, Alberta, Canada Sept 2000
Photography

- Received a certificate of accomplishment.

University of Calgary Calgary, Alberta, Canada April 2000
Macromedia Director

- Received a certificate of accomplishment.

Dr. E.P Scarlet High School Calgary, Alberta, Canada Sept 1995- June 1999

- Received a High School Diploma with Honors.
- Student of the Year Award for grade 11 in 1998.
- Alexander Rutherford Scholarship.

Volunteer Experience

- Young Women's group advisor.
- Assistant nursery director of local church group.
- Young Women's group assistant camp director of local church group.
- Cultural Arts and Activity Chairman of local church group.
- Volunteer for local Cub Scout program.
- Volunteered at Carewest Glenmore Park Alzheimer unit with Friends of Seniors Foundation.
- Director of Multimedia club in High School. In which I created numerous Digital Slideshows for Assemblies and Grad.
- Producer, and creator of numerous multimedia slideshows for weddings and funerals, and other activities.
- President of Amnesty International for two years, EP Scarlet Division.
- Salvation Army, Interfaith Food Bank, CUPPSs, and Red Cross canvasser and collector of donations.