

OBJECTIVE To contribute to the profitability, growth, and success of an organization by utilizing my proven capabilities, expertise in design, creative skills, team-focused mentality, and previous work experience.

TECHNICAL SKILLS

- **Languages:** HTML, DHTML, SHTML, XHTML, FBML, CSS, PHP, JSP, ASP, jQuery and Javascript (image scripts)
- Experience with modifying JSP, CFM, ASP, and ASPX programming
- **Adobe Creative Suite:** PhotoShop, Dreamweaver, Illustrator, InDesign, Acrobat, and Flash
- Working experience of Alfresco Content Management System (CMS), Go-Daddy storefront ecommerce system
- MS Office (Excel, Powerpoint, Word, Access) Experience with form building and report modules
- **Operating Systems:** MAC OS X 10.6+/ Windows 7, Vista, XP
- Social Media Design: Facebook Brand Pages and Groups, wall/profiles and tab creative design (iFrame/FBML)

EXPERIENCE

Basic Black Media - Louisville, KY – Contract Web Developer

9/10 – Present

Develop and maintain websites on a contractual basis. Provide creative direction for various clients projects.

- Consult with clients and account executives on creative decisions for various web projects.
- Develop, coordinate, and implement entire execution of websites from concept/production/launch.
- Design graphical elements, look-and-feel and all aesthetic features of clients' websites.
- Collaborate with program developers to build and streamline internal and external web application systems.
- Design corporate identity materials and marketing branding collateral.
- Photograph, optimize, and digitally enhance clients' products and various visual elements for online execution.

Papa John's Pizza International - Louisville, KY – Web Developer/Graphic Designer

9/07 – 8/10

Website content and design administrator for pj.com, pj10miler.com, Facebook page and corporate website.

- Designed application interface elements and presentation layer for back-end systems and administration function screens for online transaction site and mobile website including WAP, Rich Mobile and iPhone styled sites.
- Designed promotional sweepstakes, ad banners, mobile banners, logos for Digital Marketing department.
- Produced promotional web campaign sites and promotional microsites
- Content contributor and designer for PJ.com content management system of online transaction site.
- Provided graphic assistance for the national email marketing campaign.
- Social Administrator for PJ's Facebook corporate brand page. Tasks included tab development, wall and box banners, graphic elements and site monitoring/response.

Smoothstone IP Communications - Louisville, KY – Web Developer/Graphic Designer

5/05 – 8/07

Website administrator and lead graphic designer for marketing group.

- Designed application interface elements for back-end systems and administration function screens.
- Collaborated with programmers and designers in production process on multi-level application projects.
- Designed corporate logos, corporate materials, web banners, white papers, and branding concepts for marketing.
- Created concepts and layouts for traditional print executions.
- Produced promotional web campaign emails and online advertisements for monthly implementation.
- Assisted with email marketing programs to lead sales efforts and promoting new products.

Basic Black Media - Louisville, KY – Contract Interactive Web Designer

1/04 – 4/05

Developed and maintained websites on a contractual basis

- Developed, coordinated, and implemented entire execution of websites from concept/production/launch.
- Collaborated with program developers to build and streamline internal and external web application systems.
- Designed corporate branding materials such as business cards, logos, and letterheads.
- Consulted with clients and account executives on creative decisions for various web projects.
- Optimized all digital photography for clients' products and various visual elements for online content.

LeapFrog, Inc. - Louisville, KY – Senior Interactive Designer

5/02 – 12/03

Developed websites and multimedia content while keeping abreast with current trends and technologies associated with an interactive/developer environment.

- Developed and implemented corporate and small business websites.
- Designed the concept and aesthetic features of client's web site and in-house application.
- Designed application interface elements for back-end systems and administration function screens.
- Designed corporate logos, corporate materials, web banners, and branding concepts for various clients.
- Produced promotional web campaign emails and online advertisements for monthly implementation.

Kleier Communications - Louisville, KY - Graphic Designer/Web Developer

6/00 – 5/02

Designed and produced websites, multimedia content, traditional print projects, and branding materials in advertising agency environment.

- Designed conceptual layout and aesthetic and interactive features of clients' websites.
- Assisted art department with preparation of graphics, typography, and layouts for the web and print media.
- Designed logos, web banners, and branding concepts for various clients.
- Designed full advertisement concepts and layouts for traditional print pieces and POS executions.
- Produced monthly web campaign emails, online sweepstakes and contest for various promotions.
- Researched the latest applications and graphic development tools.

Hilliard Lyons, Inc - Louisville, KY - Internet Developer - Information Systems

6/99 – 5/00

Developed and implemented web pages for firm's Intranet and Internet.

- Maintained corporate Internet site and developed departmental web pages for Intranet system.
- Developed user-friendly navigation and interactivity within web pages.
- Integrated multimedia interface and sophisticated animation to expand corporate identity and presence.

Access Program Developer - Information Systems

7/98-5/99

Developed Access desktop applications for Home Office users.

- Programmed SQL and query scripts to extract vital data into concise and accurate information for end users.
- Generated detailed reports based on request of end user.
- Created MS Access application and forms to execute daily functions for specific departmental tasks.

ADDITIONAL EXPERIENCE**General Electric Appliances - Louisville, KY - Purchasing Analyst - Metals CBT**

1/97 - 5/98

Participated in development and execution of strategy to reduce \$200 million dollar steel buy by five percent annually. Responsibilities included quote analysis, Six Sigma projects, and reconciliation of any steel issues.

- Developed and maintained Steel Database system that eliminated \$72K of administrative cost.
- Analyzed Vision Range package and assisted in sourcing of 50,000 tons of carbon steel.
- Tracked/analyzed Six Sigma/MCTO projects for Steel & Finishes sub-team yielding savings of 5.1 million.
- Program managed 1997 Mix/Miss issues with suppliers and sites to reduce number of defects per million (DPM) from 2,600 to 740 for the year.

Business Analyst - Steel CBT

5/95 - 12/96

Participated in daily activities of three purchasing agents and PMQEs for the team. Responsibilities included PO maintenance, project analysis, PPM reduction efforts, and administrative tasks.

EDUCATION**UNIVERSITY OF LOUISVILLE**

Bachelor of Science in Business Administration
Major: Marketing

1998 (With Honors)

HONORS/ACTIVITIES

U of L Dean's Scholar List: 1994 - 1998, Phi Eta Sigma Freshman Honor Society