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**Objective:** I am seeking an opportunity to utilize my varied web marketing, design, and administration skills as part of an in-house web team supporting marketing and information technology initiatives.

**Qualifications:** Seasoned professional with an extensive marketing background including hands-on roles in website design and production, and internet marketing and graphic design. Tools and technologies used: Adobe Acrobat, Dreamweaver, Flash, Illustrator, InDesign, Photoshop, Microsoft Office suite, Internet Information Server, SharePoint, Webtrends, Google Analytics, HTML, Javascript, CSS, Apache, Mac OS, Windows, and UNIX

**Experience:** **Kaiser Permanente, Portland, OR, July 2007 – present**  
**Web Designer**

- Provide web design and development in support of over 135 Intranet Web sites
- Develop, integrate and implement front-end UI components, including HTML, CSS and JavaScript to create static and dynamic Web pages including photos, graphics, and related multimedia content
- Help ensure that all Intranet projects developed adhere to Web code standards, site architecture, and functional requirements in a form that supports both national and regional goals
- Consult with clients on information architecture along with navigational, user interface, brand strategy, and visual design elements
- Prepare documentation and provide training, guidance, assistance and knowledge transfer among staff
- Participate in cross-functional groups to gather data that identify and document functional requirements, workflow, and sources of information for web site design and development
- Prepare and conduct presentations of various work tools, processes, and procedures
- Tools/Technologies used include: Adobe Dreamweaver, Flash, Acrobat, Illustrator and Photoshop, text editors for HTML coding, CSS, Javascript,

## **Mentor Graphics, Wilsonville, OR, March 2005 – December 2006**

### **Internet Marketing Specialist**

- Responsible for all internal and external web-based communication activities for Mentor Graphic's Functional Verification Division including production and maintenance of internal and external websites, e-newsletters and other e-marketing efforts
- Managed the redesign of the division website resulting in the adaptation of a standards compatible, CSS based layout
- Pulled together internal resources and software solutions providing measurement of the ROI impact of marketing campaigns
- Managed and tracked online advertising and search engine marketing programs (SEO, PPC)
- Developed reports for all lead generation efforts
- Tools/Technologies used included: Adobe Acrobat, Illustrator and Photoshop, text editors for HTML coding, CSS, Javascript, Webtrends

## **Hewlett-Packard, Vancouver, WA, 1999 – 2004**

### **Marketing Webmaster (contract position)**

- Responsible for the design, prototyping, layout, and maintenance of corporate websites
- Successfully deployed four major external and internal website/web section redesigns
- Developed web content in conjunction with marketing communication efforts including new product launches, ongoing lead generation programs and event-specific needs
- Coordinated the efforts of multiple external agencies
- Designed, generated and distributed detailed site activity reports
- Provided analysis of usage statistics to ensure that web content achieved stated marketing program goals
- Ensured that web content was in full compliance with corporate graphic and accessibility standards
- Tools/Technologies used included: Adobe Acrobat, GoLive, Illustrator and Photoshop, Macromedia Dreamweaver, Fireworks and Flash, Microsoft FrontPage, Office suite and SharePoint, Webtrends, Unix, Javascript, Perl

## **VTEL Corporation, Austin, TX, 1993 – 1999**

### **Creative Services Manager**

- Awarded 1998 Employee of the Year – Corporate Communications
- Developed and managed the look and feel of the corporate website and printed marketing materials
- Managed and coordinated the efforts of internal and external resources (designers, agencies, interactive programmers, technicians)
- Tools/Technologies used included: Adobe Acrobat, Illustrator and Photoshop, Macromedia Dreamweaver, Microsoft FrontPage and Office suite

### **Internet Marcom Manager**

- Developed and managed corporate website
- Designed web pages including graphics, animation, and functionality
- Maintained site style
- Compiled, analyzed, and reported site usage statistics
- Participated in the planning of company strategy involving internet usage
- Made hardware/software purchasing decisions
- Managed and coordinated the efforts of external groups
- Participated in Product Launch Committee
- Tools/Technologies used included: Adobe Acrobat, Illustrator and Photoshop, Macromedia Dreamweaver, Microsoft FrontPage and Office suite

### **Senior Graphic Designer**

- Responsible for the design and production of trade show graphics, newsletters, product packaging, posters, wearable goods, flyers, and other corporate communications pieces as needed
- Created and maintained corporate graphic standards manual
- Managed and coordinated the efforts of external groups
- Tools/Technologies used included: Adobe Acrobat, Illustrator and Photoshop, Macromedia Dreamweaver, Microsoft FrontPage and Office suite

### **Marketing Communications Specialist**

- Managed and directed corporate trade show operations, including budget planning and maintenance
- Developed and maintained fax-on-demand system
- Designed and produced corporate newsletter
- Managed programs across multiple departments
- Tools/Technologies used included: Adobe Acrobat, Illustrator and Photoshop, Macromedia Dreamweaver, Microsoft FrontPage and Office suite

### **Flatland Mountain Works, Austin, TX, 1992**

#### **Information Specialist**

- Designed operations manuals for use in the training of production personnel resulting in increased productivity

### **Nortel (BNR), Richardson, TX, 1986 - 1991**

#### **Switching Applications Engineer**

- Designed digital switching system configurations and composed associated technical documentation to meet the needs of the software/hardware development community
- Provided project coordination and technical assistance to other groups

#### **Test Engineer**

- Specified test plan/test cases for digital switching system feature testing
- Interfaced with software design team to determine and solve design problems

**Education:** Texas Tech University, BSEET (1986)