

Objective

To expand my knowledge base in an environment that develops cutting-edge online experiences that stand out creatively and serve client needs. My marketing background, diverse project management experience and creative design skills would make me an asset to any company seeking to develop an outstanding web presence for their company. I'm team-oriented, yet able to conceive, develop, design and complete large projects working independently.

Education

08/96 BS – Major in Advertising; Double Minor in Marketing and History - Middle Tennessee State University

Professional Experience

12/06 – 07/07 Interface Designer – Pure Safety, 1321 Murfreesboro Rd, Suite 200 , Nashville, TN 888.202.3016

Lead Interface Designer for a state-of-the-art content and learning management system.

- Created and wrote style guide and interface design manual for a web-based employee training and OSHA certification system.
- Designed all graphics, organized all page layouts and conceived all site functions.
- Developed site content and graphics to be translatable into 34 languages.
- Brought together three different training and employee management applications into one seamless user experience.

11/04 – 12/06 Web Producer – All The Rage, 1100 Broadway, Nashville, TN 615.664.2231

As Web Producer for All The Rage, my duties and accomplishments were as follows:

- Converted all published print content into web-ready formats.
- Increased monthly site traffic from 57,000 in 10/04 to over 1.8 million page views in 06/06.
- Gathered, processed, posted, updated and promoted the "Byrd's Eye View" photo galleries.
- Processed, edited and built pages for weekly videos.
- Responsible for the building, updating and collection of entries to our weekly contests.
- Developed highly eye-catching Flash animations for the homepage on a weekly basis.
- Concepted, architected, designed and worked with developers to build the new www.nashvillera.com (launch: 06/06).
- Designed covers, billboards, Graffiti ads, posters and house ads.
- Developed and updated the highly popular Rage Myspace.com page (www.myspace.com/nashvillera).
- Selected as lead interface designer for the Corporate Incubation team for The Tennessean microsite project.

04/00 – 8/03 Web Designer / Site Developer - CNA Corporate Design, 100 CNA Drive, Nashville, TN 615.886.1582

As the web designer for CNA, my duties and accomplishments were as follows:

- Designed and developed a state-of-the-art, \$1 million portal site for CNA's sales force of over 144,000 agents. Capabilities include personalized content, customizable screens, click-thru tracking, incentive programs, commission payment schedules, databased business forms and virtual sales materials administrator.
- Combined six independent sites to form a one-face experience for the user; increasing retention and functionality.
- Designed, developed and managed three self-standing foreign-language sites for markets outside the US: French (Canada), Spanish (Cayman Islands) and Portuguese (Brazil).

11/98 – 04/00 Advertising Project Manager - CNA Life Insurance Company

Responsible for advertising for the American and Canadian markets (English and French). Materials include: Web sites, trade and consumer magazine ads, mailers, brochures, fliers, PDF ads, blast faxes, newspaper ads, inserts and promotional items.

- Developed all national magazine advertising for the United States and Canadian markets including trade and consumer publications, conceived and developed all ads. Responsible for media scheduling, space reservations and ad shipping.
- Developed and initiated advertising response tracking system and agent surveys to measure marketing effectiveness.

03/96 - 12/97 Marketing Assistant - Alternative, Strategic, Advertising & Promotions, Inc. Nashville, TN 615.329.9955

- Assisted Account Executive and Graphic Designer in all areas of advertising and marketing, creating a 3-person, full-service advertising agency. Clients included Tennessee 200, Metropolitan Transit Authority, MAPCO Express, Baskin-Robbins, Blimpie, The Hermitage, and Burlington Motor Carriers.

Computer Skills

Highly skilled in several graphic and web development programs (Mac & PC) including:

- **Graphic Programs:** Adobe Photoshop CS, ImageReady CS, Illustrator, Macromedia Flash MX.
- **Web Development:** Macromedia Dreamweaver MX, HTML, JavaScript, CSS, DHTML and XML code.
- **Office Programs:** Word, Excel, Powerpoint, Outlook, Adobe Acrobat.
- **Content Management:** Open Pages, Publicus, Interwoven Enterprise Content Management Systems.
- **Online Services:** Mozilla Firefox, Internet Explorer, Safari and several FTP applications.