

// PROFESSIONAL EXPERIENCE

2007 to 2013

Front-End Development & Print Production

IFA Media – Hunt Valley, Maryland

Manage production of three monthly, regional editions of *Insurance & Financial Advisor* and IFAwebnews.com, seven weekly email updates.

A broad overview of my achievements and responsibilities:

- Redesigned and rebuilt company website using custom-developed WordPress theme
- Built website using SEO best practices, nearly doubling page views during in the first month
- Recode and redevelop site as new tools, options and technology develops
- Automated labor-intensive tasks using WordPress tools and PHP/MySQL coding
- Create custom template pages to query database for content targeting specific markets
- Create custom templates driving for email newsletters targeting specific markets

Other accomplishments include streamlining production by implementing a company-wide project management system and online collaboration tools; converting labor-intensive tasks to automated tasks, using PhotoShop scripting tools; implemented color management systems simplifying production and increasing quality and consistency.

2003 to Present

Freelance design and production

Forge Creative LLC – Towson, Maryland

Founded and maintain profitable print and web design/development business handling wide range of projects, from the design and production of print and collateral work to web development and email marketing design, development and management for small- and medium-sized businesses such as Well Being Healing Center & Pharmacy, WellBeingGPS.com; Your Watch Group LLC, YourWatchGroup.com; Elevation Corporate Health, ElevationCorporateHealth.com; also serve as a subcontractor for web and marketing firms throughout the Baltimore area and beyond.

2004 to 2007

Production/Graphic Design

Trahan, Burden & Charles, Incorporated – Baltimore, Maryland

Designed/produced a wide variety of work in a fast-paced advertising agency environment. Projects included: outdoor signage, newsletters, brochures, and advertising for placement in a range of publications. Primary responsibilities included in-house production of larger publications, retouching and prepping images and files for outside vendors. Other duties included serving as liaison with vendors to ensure accurate and on-time delivery of digital files, and maintaining equipment, file-structures, and recommending hardware and software purchases/upgrades. Clients included Maryland State Lottery, Dow Jones, Under Armour, Vanguard Financial Group, Rita's Water Ice Inc., and University of Maryland Medical System.

1996 to 2003

Lead Prepress Technician

Schneidereith & Sons Printing – Baltimore, Maryland

Operated a multi-platform computer system in a completely digital workflow. Maintained ICC-compliant color-management systems to ensure the accuracy and reliability of proofing devices; prepared files for production; performed high-end image-editing and color correction. Clients included T. Rowe Price, National Gallery of Art, Baltimore Museum of Art, Howard Hughes Medical Institute, and Black & Decker.

1994 to 1996

Prepress Technician

The Highland Press, Inc. – Fayetteville, North Carolina

Performed color scanning and image-editing, prepared files for imaging, ensured the quality of all in-house computer production. Clients included University of North Carolina, Ericsson Mobile Communications., M.J. Soffe Co., DuPont Inc.

// SKILLS & QUALIFICATIONS

Digital Design/Production

10+ years experience as a front-end developer of HTML, CSS, with over 6 years experience with WordPress development, with working knowledge of jQuery, PHP, MySQL and other PHP- and MySQL-based content management systems as well as HTML5 and responsive web and email design.

- **WordPress 3.x** Theme Design & Development ●●●●●
- **Marketing Email** HTML Design & Development ●●●●●
- **MailChimp** Template Design & Development ●●●●●

Traditional Media Design/Production

20+ years experience as graphic designer with print design and production applications including Adobe Creative Suite and many high-end production environments.

- **Print Design**
 - Adobe InDesign CS5.5 ●●●●●
 - Adobe Photoshop CS5.1 ●●●●●
 - Adobe Acrobat X Pro ●●●●●
 - Adobe Illustrator CS5.1 ●●●●●
 - QuarkXPress (Legacy) ●●●●●

- **Print / Prepress Production**

Experienced with high-end production environments including: Heidelberg Delta Workflow; Kodak Insite Workflow. Extensive experience working with large format printers and accompanying color management systems.

Education Background

- **Master of Arts in Publications Design**

University of Baltimore, Baltimore, Maryland
- **Bachelor of Fine Arts**

Valdosta State University, Valdosta, Georgia

