

Durham Public Schools , Durham NC*Webmaster***February 2004 – June 2005**

- ▶ Redesigned main school system website using Lotus Domino, CSS and Photoshop.
- ▶ Designed and developed individual websites for new schools using Macromedia Dreamweaver, CSS and Adobe Photoshop.
- ▶ Developed and maintained, EDLink e-mail newsletters informing the public and parents of DPS news and events.
- ▶ Updated content and created new content on a daily basis for the district web site.
- ▶ Used DHTML and JavaScript to create dynamic navigation menus.
- ▶ Developed code with section 508 compliance for accessibility in mind.

eGeneralMedical. Inc. Raleigh, NC*Internet Development Manager***November 2001-February 2004**

- ▶ Designed and formatted e-commerce websites making them more user friendly and pleasing to the eye utilizing RTML, HTML,CSS, DHTML and Adobe Photoshop.
- ▶ Edited and upgraded sites on a daily basis making sure content was up to date, readable and attractive to a potential consumer.
- ▶ Initiated and monitored pay per click (PPC) programs such as Google Ad Words and Overture.
- ▶ Populated websites with key words to provide effective search engine optimization (SEO) and generate traffic.
- ▶ Created logos and slogans for www.allmedstar.com and www.egeneralmedical.com.
- ▶ Designed banner ads in Macromedia Fireworks and Flash to attract visitors to sales and promotions.
- ▶ Created monthly marketing newsletter in HTML sent out to customers notifying them of new products, specials and health related information.

Vital Source Technologies, Inc. Raleigh, NC *Senior Electronic Documentation Specialist***February 2000 — October 2001**

- ▶ Edited /formatted and proofread e-publishing documents marked-up via XML using Framemaker and XMetaL.
- ▶ Developed courseware materials for Universities to be delivered in CD-ROM format.
- ▶ Provided Quality Assurance checks for the VitalBook CD-ROM's.
- ▶ Tested new software developed specifically for VitalSource Technologies, Inc.
- ▶ Suggested improvements to our end product based on this testing.
- ▶ Scanned / color corrected/cropped and edited images for the textbooks/course manuals using Adobe Photoshop.
- ▶ Documented all new processes in Microsoft Word for training purposes.
- ▶ Trained incoming employees on electronic documentation processes including courseware development and XML editing.

EDUCATION*Certificate in Graphic Design, the School of Communication Arts, Raleigh, NC**BA. Corporate Communications, Elon University, Elon, NC***MEMBERSHIP**

Triangle Macromedia/Adobe Users Group

References available upon request

For on-line portfolio and additional information, please visit <http://www.inspired-evolution.com>

