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Objective: An internet marketing specialist interested in obtaining a position utilizing my creative and quantitative skills in web marketing development and design.

6/2007-Present Web Director, EngNet Global-Charlotte, NC

- Currently maintain and maintain 20+ websites using a multitude of web applications, documenting improvements made and future strategic moves.
- Through split testing created new opportunities for company development.
- Planned, developed and implementation of new and existing B2B applications.
- E-Commerce development with strong ROI directly associated with strategic plans created for companies online branding.
- Developed customer focused pages using landing page testing that increase lead generation.
- Developing new business strategies for customers looking to extend their brand to online markets.
- Interpreting feedback from multiple demographics to enhance websites.
- Communicating directly with my team and clients to improved websites based on feedback from users and the clients themselves.
- Using Photoshop and Flash, designed a wide range of client work from lead generating banner ads to fully functional ecommerce platforms.
- Maintained, managed, and upgraded the company's website that has over 400,000 visitors a month on average.
- Running PPC campaigns for clients, utilizing marketing principles to effectively manage operations.
- Managed multiple client websites, oversaw upgrades of coding, design, and SEO.
- Created and maintained new customer websites, using my skills in CSS, PHP, ASP, HTML and JavaScript.
- Creating customized SEO plans to optimize the client search engine rankings and presence on the internet.

5/2005-4/2007 Web Designer/Programmer, Clickcom Inc.-Charlotte, NC

- Worked on a wide range of projects with varied budgets and deadlines. Designed and programmed around specific software for dynamic websites.
- Created custom php programming, using MySQL database. Such as member directory, form to email/database and dynamic image galleries.
- Design of mockup for websites to full implementation of the design on the internet.
- Developed flash video players custom to the clients current web design.
- Combined php and javascript to create dynamic image rotation system for clients.
- Maintained and upgraded client web design and content.
- Specialized in user interface design, creating websites using php, photoshop, javascript and css to promote content and easy navigation.

1/2004-5/2005 Web Designer, Charlotte Design Company-Charlotte, NC

- Worked closely with Graphic Artist to design sites that would represent customer brands on the internet, from design to website launch.
- Worked closely with customers to understand their wants and needs for websites.

Technical Skills

Adobe Dreamweaver
Adobe Flash
Adobe Photoshop
Adobe Illustrator

Flash Video Encoder
Microsoft Excel
Microsoft Access
Microsoft Word

HTML
XHTML
HTML DOM
DHTML

CSS
JavaScript
ASP/PHP
SQL

Google AdSense
Google AdWords
Google Analytics

EMPLOYMENT

Education

9/2001-9/2003 The Art Institute of Charlotte-Charlotte, NC

- Associate of Applied Science

9/1999-5/2001 Chester County Career Center-Chester, SC

- Certificate in Graphic Design

(References available upon request.)