

“p.s.t.”

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experience

4.09–Pres Gen Art

Freelance Content Manager

Responsible for day-to-day maintenance of all partner sites
Manage the digitization of assets received by the editorial team
Prepare and embed flash videos for online distribution
Assist in site architecture including site mapping and wireframing
Optimize and employ SEO strategies to increase traffic
Create collages and other visuals and optimize photos for web

1.05–Pres. Brave Little Soul Media

Self-Employed Web Graphic Designer

Specialize in creating small-to-moderate size websites
Create various forms of media including posters, logos, communication designs, business cards, résumés, etc.

Recent work:

www.paintingsbylanag.com

www.michaelvanburger.com

12.08–5.09 Reader’s Digest Association

Freelance Content Producer

Digitalized content for the *Family Handy Man* channel on rd.com
Optimized and promoted repurposed content for web
Employed SEO strategies and analyze website traffic

8.07–2.09 Digital Media–Hachette Filipacchi Media US, Inc.

Web Producer

Produced daily content for womansday.com and pointclickhome.com
Updated CSS-based page layouts and troubleshoot technical problems
Created wireframes, mock-ups and other presentation materials
Assisted in the site-wide redesign of pointclickhome.com
Created and updated graphics, printable downloads and advertisements
Worked closely with the design, tech and editorial departments

6.07–8.07 Woman’s Day Magazine–Hachette Filipacchi Media US, Inc.

Art Department Intern

Designed layouts and created props under the supervision of the creative director
Assisted with stock photography research and corresponded with stock houses
Created art boards/charts and prepped images for layouts
Scanned, trimmed and assisted the designers as needed

11.02–8.07 CUNY Language Immersion Program–Hostos Community College

Office/Database Manager

Managed the program website and created web content
Implemented new office systems and policies including student intake
Responsible for the program’s database including inputting and analyzing data
Designed various publications, including brochures and the semi-annual newsletter
Coordinated workshops and scheduled appointments for students
Created databases and spreadsheets to improve productivity

education

2007 The City College of New York, CUNY

Bachelor of Arts – Magna Cum Laude

Concentration: Electronic Design and Multimedia/Studio Art

Chi Alpha Epsilon National Honor Society

skills

Mac and Windows operating systems, Wide knowledge of Adobe Creative Suite, CSS, XHTML, FTP, Drupal, EZ Publish, Akamai, TeamSite, Web Trends, Omniture, Smart Connection, Dreamweaver, HomeSite, Microsoft Viso, SEO strategies; Extremely dedicated and reliable; Fundamental knowledge of Spanish