CONTACT ME

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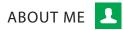
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PROFESSIONAL SKILLS

	novice						expert
Web Design							
Print Design							
Interface Design							
SEO							
Photoshop							
Illustrator							
InDesign							
Dreamweaver							
CSS3/HTML5							
Javascript/PHP	_						
MC Office		_	_			_	
MS Office Windows				łł			
Mac OS			HE	┢╋	H		
Mint/Ubuntu							
iOS			Ξ.				
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Unica							
GRS							
SMS							
Storefront/WMS					П		
IWE					П		
WebEx							
CMS				П			
Wordpress				П			
Facebook				П			
Twitter				П			
LinkedIn							
Pinterest							
Google	_					-	
Promotional Writin	a 🗖						
Technical Writing	9						
Copy Editing							
Page Layout							
UI Design							
Identity Design							
,							



CONTENT SPECIALIST



A true lover of all things tech, I enjoy using my skills to create. Whether that means webpages, email, graphic design, logistical systems, or leveraging one platform to make another more efficient; I thrive in a challenging, high productivity environment. As a fast, meticulous learner, I offer a mix of talents that could be applied in a variety of positions.



Focus on Online Documentation, Usability, Information Architecture, Web Design and Graphic Design in a client-based, deadline-oriented environment. Utilized technical instruction writing, promotional writing, proposal and grant writing to leverage the aforementioned skills for the purposes of contract/intern work.

WRITING & EDITING 2007-2008 CERTIFICATE / MINOR - UNIVERSITY OF CINCINNATI

Focus on Writing for Business, Technical, Instruction, and Science Writing, as well as Promotional Writing, Report and Proposal Writing.

Focus on Copy Editing, Desktop Publishing, Column and Review Writing, Feature Writing, Creative Writing, Graphic Design, Photojournalism.



CONTENT SPECIALIST...... 2011-PRESENT CISCO SYSTEMS - TORONTO, ON & MANCHESTER, UK

• Integrated content deliverables as directed by a team lead or Global Demand Center Manager

- Prepared email assets written in Portuguese, Spanish, French, and English
- Developed and deployed internet marketing vehicles including email broadcasts, targeted landing pages, registration forms, banner ads, and web surveys
- Ensured all marketing materials met corporate guidelines and strict style guide standards
- Coordinated asset development and deployment with team members as well as external partners
- Tested and performed quality control checks to ensure accuracy prior to deployment
- Tasked with logo identity conception and development for internal departments
- Created multi-tiered hierarchical JavaScript forms with validation and logic customized to client needs
- Adapted corporate templates for web and email marketing layout(s) to be utilized for creative campaigns
- Responsible for tracking parameter administration such as email click through metrics and offline document tracking
- Revised current departmental logistical practices and implemented new systems and methods still in place today

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http://linkd.in/1jR0HCu

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TEACHING

Guest lecturer at the University of Manchester, teaching "Software Methods for PhD Candidates" (Photoshop module). Taught every fall quarter to 20+ students (since 2012). Excellent teaching reviews.

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PERSONAL SKILLS

	novice	expert
Deadline-oriented		
Creativity		
Organization		
Communication		
Team Player		
Fast Learner		
Adaptable		
Attentive		
Industrious		
Analytical		
Punctual		



REFERENCES

Raquel Ayala Execution Manager Cisco Systems 181 Bay St Toronto ON

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P. +55 115-508-1581 E. pasilvei@cisco.com

JENNI WALDROP

WORK EXPERIENCES 🗄

WEB MEDIA MARKETING MANAGER...... 2010-2011 PLANET ENERGY - TORONTO, ON

- Provided IT support for all current company websites (46 total)
- Leveraged programming skills to create three additional company websites from start to finish
- Proposed and assembled open-source CMS solution for company intranet purposes
- Planned, directed, and organized targeted advertising, marketing campaigns, publicity and media events
- Developed and implemented communications strategies, including internal and external company newsletters, webpages, and e-media communications
- Provided project updates all while managing social media identities (Facebook, Twitter, Wordpress)
- Generated ideas for products and services development

FREELANCE WEB DESIGNER...... 2009-2010 CONTRACT WORKER BASED FROM HOME - CINCINNATI OH

- Conceptualized and launched custom client web pages from the ground up, implementing user-centered design
- Assembled technical web support documentation for inexperienced clients
- Meticulously organized site deliverables and copy for clients, providing technical recommendations based on the given task
- Balanced graduate school and two part-time jobs to successfully meet all freelance deadlines
- Hand-scripted pages using HTML, CSS, PHP, and JavaScript

GRADUATE EDITORIAL ASSISTANT...... 2008-2010 GENOME RESEARCH INSTITUTE - CINCINNATI OH

This position is a merit-based assistantship awarded to one graduate-level student every year, I was hand-picked from a pool of 50 students.
Edited manuscripts submitted to the academic journal *Physiology and Behavior* for grammar and spelling

- Used Elsevier Online Editorial System to:
 - Track manuscripts
 - Locate appropriate reviewers
 - Remind reviewers of due dates and late reviews
 - Manage reviews, revisions, and resubmissions

- Conceptualized and executed two professional web pages for Geology faculty members
- Employed CSS and HTML to graphically design and format web pages
- Authored material for NSF new instrumentation grant
- Gathered required material from six Pl's on strict deadline
- Performed revision to generate third edition of textbook (Owen, Lewis and Kevin T Pickering, *Introduction to Global Environmental Issues*, 2nd ed. Routledge London: 1997):
 - Researched latest updates to amend figures and tables Revised text based on spelling, grammar, and layout Created/redrafted hundreds of figures Prepared text to be sent to publisher