

Elanor D Matheson

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http://www.winterspringsdesign.com

OBJECTIVE

Highly motivated self-starter seeks challenging opportunities in web and graphic design.

EDUCATION

University of Central Florida

2006

Bachelor of Arts, Digital Media

Graduated Cum Laude with Honors, Phi Kappa Phi Honor Society, Golden Key Honor Society

SKILLS

- Adobe Production Suite, Photoshop, Illustrator, Dreamweaver, Flash, InDesign
- PHP, MySQL, jQuery, Ajax, XML, RSS Programming and Markup Languages
- Able to assess project needs and accurately estimate and deliver on deadline
- Superlative communication and problem-solving ability
- Exceptional versatility and adaptability

EXPERIENCE

Graphic Design

- Created unique and informative sales flyers and product postcards.
- Integrated pre-existing design elements into new logo and website designs and created coordinating business branding elements.
- Proven experience bringing design projects through entire lifecycle from conception to final distribution.
- Demonstrated ability to complete multiple projects on schedule.

Web Development

- Proven ability to create eye-catching and functional website designs.
- Revitalized website traffic through keyword optimization and SEO best practices.
- Supported testing and quality assurance departments, accurately communicating status and issues.
- Dedicated to lightweight and functional code that meets client needs.

Direct Marketing / Social Media

- Broadened target audience by enhancing user-engagement and communication through Twitter and Facebook.
- Measured and evaluated web metrics to analyze site performance and visitor engagement.
- Communicated regularly with customers through e-newsletter and direct mail campaigns.
- Awarded "Social Media Largest Growth Award", April 2010

Leadership and Intrapersonal

- Interfaced between business unit and developers to ensure task clarity and completion of projects on deadline.
- Delivered extraordinary customer service while troubleshooting technical issues and equipment problems.

EMPLOYMENT

<i>Online Producer</i> , Bonnier Corporation, Winter Park, FL	August 2009 – Present
<i>Consultant</i> , Weather Shield Roofing, Longwood, FL	2009
<i>Consultant</i> , New Promise Counseling Center, Altamonte Springs, FL	2008
<i>Web Designer</i> , Test Equipment Connection Corporation, Lake Mary, FL	2007 – 2009
<i>Technology Assistant</i> , Faculty Center for Teaching and Learning, Orlando, FL	2005 – 2007
<i>Web and Graphic Designer</i> , Gem and Jewelry Network, Oviedo, FL	2005