

# CAROLYN M. PIERSMA

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## FEATURED WEBSITE EXAMPLE:



## ONLINE PORTFOLIOS:

<http://www.carolynpiersma.com>

Login: \_\_\_\_\_

Password: \_\_\_\_\_

## CORE COMPETENCIES:

(Adobe Creative Suite 3 Master Collection)

InDesign CS3

Photoshop CS3 Extended

Illustrator CS3

Acrobat 8 Professional

Flash CS3 Professional

Dreamweaver CS3

Adobe Premiere Pro CS3

After Effects CS3 Professional

Adobe Bridge CS3

HTML

Ajax

ASP

CSS

JavaScript

ActionScript 1.0/2.0/3.0

FTP/SFTP

PHP

Microsoft Office 2007

Visual Source Safe

a2z Content Management System

ACT!

QuickBooks

## OBJECTIVE

### PRIMARY ASSET

Experienced, demonstrated proficiency in website development, management, and maintenance

### PROFESSIONAL EXPERIENCE

New Hope Natural Online Media – *Jr. Web Producer* (August '08 – Present)

- Updates, modifies and maintains all company websites, web changes, and capabilities
- Creates new websites from designs in a2z content management system
- Manages deadlines and coordinates projects of all internal departments

#### Verifiable Results:

- ❖ [www.nbjsummit.com](http://www.nbjsummit.com), [www.theorganicsummit.com](http://www.theorganicsummit.com), [www.healthyfoodsintl.com](http://www.healthyfoodsintl.com), [www.supplyexp.com](http://www.supplyexp.com), and [www.nutraconference.com](http://www.nutraconference.com)
- ❖ Increased in all trade show and conference attendance and success
- ❖ New Hope given special recognition within the Penton organization

Educational Marketing Group, Inc. – *Multimedia Communications Specialist* (May '05 – Aug. '08)

- Updates, modifies and maintains secure website, web changes, and client log-in capabilities
- Designs in-house client brochures and print ads
- Manages account buy progress for client media purchases – validating rates and deadlines
- Coordinates administrative itineraries with client objectives – accounting audits

#### Verifiable Results:

- ❖ [www.emgonline.com](http://www.emgonline.com), [www.emgclient.com](http://www.emgclient.com), and [www.emgclient.com/summit](http://www.emgclient.com/summit)
- ❖ 32 page brochure delivered ahead of schedule and under budget
- ❖ Increased contracts awarded through streamlined RFP process
- ❖ 27% additional resulting media added value due to diligent verification of “make-good” and follow-up on all media buys

Lakeshore Staffing – Dividend Capital – *Presentation Coordinator* (May '04 – Sept. '04)

- Assisted Director of Marketing with graphic promotions
- Reviewed and maintained marketing products for corporate compliance
- Created website and print graphics

#### Verifiable Results:

- ❖ Forum presentations were always correct and on time
- ❖ Timeliness of web updates reflected in corporate documentation

### CORPORATE INTERNSHIP

Aspen Laser & Technologies – *Marketing Director Assistant* (Sept. '03 – Jan. '04)

- Designed company web page
- Constructed and produced brochures/booklets/business cards
- Verified print conformity

#### Verifiable Results:

- ❖ Increased identity recognition from “building-out” original website
- ❖ Designed all promotional/seasonal materials for in-house savings

### EDUCATION

Art Institute of Colorado – Graduated: Web Design and Interactive Media – 2008 (Merit Scholar G.P.A. 3.9)

University of Colorado–Boulder – Graduated: Bachelors of Arts/Art History – 2003 (G.P.A. 3.65)

Fine arts training in both art history and studio arts with special emphasis in technology and digital arts