

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, www.theorganicsummit.com, www.healthyfoodsintl.com, www.supplyexp.com, and 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, www.emgclient.com, and 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