

SKILLS & QUALIFICATIONS

Proficient with HTML/CSS, PHP/MySQL, familiar with Javascript/AJAX and jQuery
Extensive proficiency with Adobe Creative Suite, particularly Photoshop, Illustrator and Premiere
Comfortable in Microsoft Excel and Word
Strong attention to detail, and quick to acclimate myself to new environments
Reliable, hardworking, and eager to expand my knowledge base

EXPERIENCE

November 2010 — Present CompressionStockings.com Bay Shore, NY

Web designer/developer

- Created, maintained and customized a growing family of e-commerce websites, designing logos, menus, banners, buttons and more
- Streamlined daily processes such as in-house UPS/postal shipping and drop-ships with vendors via EDI and custom tailored APIs
- Designed product packaging for CompressionStockings.com-branded medical stocking accessories
- Extensively modified front and back ends of sites with PHP & Javascript to improve the shopping experience for the customers as well as increase usability for the staff
- Created monthly e-newsletters for several websites totaling over 10,000 subscribers, using both Constant Contact and emailDirect
- Assisted with Amazon Seller Central integration

June 2009 — November 2010 (part time) Berger Bros. Camera Syosset, NY

Web designer

- Created HTML/CSS from supplied .PSD files for site design
- Installed and designed a Wordpress blog on a subdomain to increase traffic and connect with customers
- Part of a team responsible for daily maintenance of site, including SEO, price changes, and product updates

September 2008 — November 2010 Sunrise Tri/Sunrise Cyclery West Babylon, NY

Advertising/Web designer

- Created advertisements for several national & local bicycling and triathlon-related publications
- Designed ads and banners for web site, redesigned front page of two distinct sites to reflect recent changes and updates
- Worked with web host to implement site-wide changes pertaining to shipping and online orders
- Created and launched a new website devoted exclusively to triathlon-related e-commerce, differentiating it from the original, more general site
- Optimized Google AdWords campaign to reduce costs and improve clickthrough
- General computer administration

2002 — July 2008 Vintage Vinyl Records Fords, NJ

Webmaster/designer & computer administrator

- Maintained and regularly updated a retail website with an .asp shopping cart, and photo and video galleries
- Created and maintained a weekly HTML e-newsletter and e-mailing list of over 4,000 subscribers
- Processed and shipped all domestic and foreign online orders, and corresponded with customers via phone and e-mail
- Designed extensive signage and graphics for the store, including business cards, flyers, print advertisements, t-shirts, and gift cards
- Worked alongside vendors and technicians installing on-site equipment for streaming webcasts, including a TriCaster Pro FX video production system
- Synchronized a 20 year old music retail inventory system (TRAK) with networked Windows 2000/XP PCs for inventory management and point-of-sale operations