**[Media and Graphics Developer](https://www.postjobfree.com/resume/adt3kr/media-and-graphics-huntingtown-md)**

**Location:**Huntingtown, MD

**Posted:**December 16, 2022

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**Resume:**

Karen Garrett

(240) 299-8874

Email: karengarrett33@yahoo.com

Qualifications Summary

Self-motivated, efficient and versatile professional adept at managing multiple projects, providing exceptional customer support, and streamlining office operations for major productivity gains. Excellent ability to strengthen interdepartmental collaboration and aid Executives in meeting deadlines, coordinating projects, and resolving pressing issues.

Front-end Web Development • Multi-Project Management • Financial Management • Reporting • Customer Service

Process Improvement • SEO • Coding • Key Metrics Reporting • Google Analytics • E-publications Design

Team Leader and Motivator • Marketing Management • Trainer • Yoga/Tai Chi/Qi-Gong Instructor • E-Business • Bi-lingual • Content Management • Web and E-mail Marketing • Strategic Marketing & Writing Expertise • Graphic Design

Professional Experience

MEDIA AND GRAPHICS DEVELOPER

College of Southern Maryland, La Plata Maryland March 2020 – Present

Boosted college enrollment to 85% during a pandemic by keeping digital college communications to students attractive and intriguing and the like by designing their emails and newsletters accordingly. Developed a successful new weekly and responsive student newsletter (email and webpage). Created detailed, novel Google Analytics reports for the school, allowing for a valuable look into the minds of our customers (the students), and directing coworkers on this process.

Email Development

oDesigning all emails using SalesForce/ExactTarget, InMotion/Lytho, Litmus, MS Teams, Notepad ++, Dreamweaver, and HTML skills. I oversaw the proofing process to make sure edits and updates were promptly provided, to accommodate a smooth delivery of communications to each audience.

Project Management

oCoordinating project requirements from a multitude of college customers, such as admissions, bursar, the division for planning, institutional effectiveness, and research, and other various divisions, such as health and the Tri-county Nonprofit Institute. Texting management through Cadence Mongoose. Keeping the tasks and tips instructional sheet up-to-date with brief, simplified instructions on my tasks.

Graphic Design for Promotions and Newsletter Ownership

oCreating the student newsletter webpage as enticing and relevant, using Percussion, Cascade, Adobe Photoshop, Illustrator, and InDesign to create alluring images to coincide with each news section. Designing various email headers and other graphics/banners/gifs, Premier Rush. Email layouts that were unique yet kept to school branding guidelines, as well easy to understand for the time limited student.

Reporting

oProviding detailed reports from Google Analytics which I developed using UTM codes. This I introduced as the first of its’ kind for the school, giving a detailed look into the interests of the students, providing a most valuable data-mining source for our marketing and other departments. Then training others in this.

FRONT-END WEB DEVELOPER AND FREELANCE WRITER

Creative logic web services, Waldorf, Maryland February 2014 – January 2022

Increased exposure 100% and added online functionality for various businesses by creating their websites from inception & design, through SEO/SEM with Blog Management, using CSS3, HTML5, PHP, SQL, JavaScript, & JQuery skills

Computer System and Coding Development

oStaying at the forefront of new programs and systems as they develop, Google Search Console expert

oWorking knowledge of: PC, Mac, CSS, CSS3, JavaScript, HTML, XHTML, HTML5, PHP, WordPress, SQL, Type at 95 wpm, Coding, Testing & Debugging, JQuery, Responsive design, MS Excel guru, Windows 2010 and all previous Windows OS, MS Outlook, MS Word, Access, PowerPoint, SVG, Photo Shop, InDesign, Illustrator, Coding for Cross-browsers/platforms, Java, Web APIs using XML, REST and JSON, Drupal, additional Adobe products

Marketing Campaign Management

oAdept in Business development analysis, Forecasting, Interesting and Effective Content Writing, Creative Promotions, Content Layout, Social Media, SEO/SEM, and Marketing Research

DIRECT SALES AND INVESTMENTS

Self-Employed Via Nancy’s Antiques and Various Selling Sites i.e., eBay etc. September 2008 – Present

Obtained over $140k in online revenue from a small home business w/ minimal costs, selling antiques and various items

Administrative Operations

oOrchestrated a well-organized shipping and tracking system in Excel for item categories, storage location, prices, sales status etc. for thousands of items

Sales Strategies

oDeveloping and Implementing a bottom line pricing strategy

oSuperior Customer Service

Financial Management and Investments

oSuccessful stock and cryptocurrency trades

SALES ASSOCIATE

MCC, Inc., Waldorf, Maryland March 2007 – December 2016

Provided 100% customer retention

Communications and Customer Service

oCustomer direction and management of damage control. Eminent at resolving customer issues

Procurement

oInventory processing, Expenditure analysis and pricing negotiation, Preventing recurring service delays

Human Resources

oHR Assistance duties, Payroll, Employee Relations/Retention - Spanish Speaking Staff, Writing Policy

WEB MARKETING AND OPERATIONS SPECIALIST (CONTRACTOR)

UNICOM Government (GTSI) Via Spectrum Technologies February 2005 – January 2007

Chantilly, Virginia

Independently earned the E-Business and Marketing Department over $600k in online and catalog ad revenue. Counseled product brand managers to implement strategic marketing plans with their set budgets. Organized pricing and promoted web/email ad placement availability, and coordinated the submission and flow of priors for payment for ongoing partner site renewal fees. Tracked reserved payments for ads on the web site & fulfilled ad placement duties.

Supervision/Leadership

oIncreased Order Fulfillment Turn Around by 70%. Determining trends and detecting errors in work status

oEvaluated goals to spearhead enhancement resolutions after researching, critiquing and presenting the order fulfillment department with past due orders to alleviate causes of production delays and advised upon open order issues

Project and Product Management

oAs E-Marketing Project Coordinator, managed the production of E-Marketing materials and updated the production status worksheet (real time), as well as SharePoint

oCreated shows/event emails for mass launching. Managed the approval process for product and show emails to assure tight deadlines were met. Proofread Product E-mails and web products on the web site.

oManaged featured and categorized products and pricing on the GTSI website, inserted hyperlinks, redirects, logos, images, and audio & video. Ensured inclusion of accurate pricing & general editing.

Financial Management (E-Marketing)

oModified and maintained Soft Dollars spreadsheet to include payment of inventories, discounts, proof of performance, and advertised product information

oRegularly reconciled account information in conjunction with finance

Internal Software Trainer

oLead the Web Tools Training Program and instructed Product Management and Shows/Events teams

oEducated, monitored and coordinated training of email creation to Operations team, and trained the Sales team on providing e-carts

oAssumed customer online assistance, resolved operational issues and delegated related tasks

Stats and Metrics Reporter

oProvided KPI and other key metric reports. Created graphs based on order fulfillment information to conclude at new recommended processes and managed project status

oCompiled and presented ongoing ad results for e-mail campaigns, partner sites and online banners, such as click though, web site and email promotion unique views/visits, redirects, and soft dollars

oDefined Webinar registrants, attendees etc. Converted data to presentable graphs

oCompiled and posted daily stats for overall, and directly tracked web revenue on GTSI.Com and subcategorized online revenue, such as for various product brands

Customer Feedback Management

oAcquired quotes from e-mail campaigns and monitored with sales team

oSupervised survey and registration feedback - allocated and assigned requests accordingly

oManaged email database unsubscribes and new subscriber information

oAssessed survey responses to recommend site enhancements

E-Marketing Management

oPlaced and Tracked keywords (Google Analytics, AdWords), SEO, Consumer Behavior & Data analysis

Program Management

oDiversified use of infinite business specific software applications and programs including but not limited to: CRM, SharePoint, CBSI software, Web trends, Web tools, WebEx, Live Meeting, PeopleSoft, Email Labs, Blue Streak, CBSI, Data.com, Salesforce, Constant Contact, Site Executive

Education and Professional Development

Westwood College – Westminster, CO (Online) Masters (July 2010)

Business Administration/Global Management Overall GPA: 4.0

Westwood College President’s List Award 2009 & 2010

Towson University - Towson, MD BA (May 2001)

Business Administration/International Marketing - Towson University Deans List Overall GPA: 3.4

State of Maryland Distinguished Scholar Honorable Mention, Cum Laude

College of Southern Maryland - La Plata, MD AA (May 1999)

General Education - Member of Phi Beta Lambda of Lambda Alpha Pie Chapter and Overall GPA: 3.79

Phi Theta Kappa since spring of 1998

Ed2Go: Certificates of Completion in WordPress 1 & 2, Copywriting, 2016

Intro to JavaScript, Advanced CSS3 & HTML5, 2016

Advanced Web Pages, Intermediate PHP and MySQL, Intro to Java, Creating Mobile Apps 2017

American Graphics Institute: Intermediate Photoshop 2021

NEOGOV LEARN Learning Management System: Active Listening, Leading Successful Remote Teams 2021

Zumba: Certified Zumba Instructor with CPR/AED Certification 2017

Yoga: Certified Yoga Instructor with R-YFT & Yoga Alliance (RYT – 200hr) 2016 - 2021

LOL Studios, SPC, CSM & other schools, Senior Center (La Plata) & Health Fitness (Trustmark Co.) 2017 - 2021

Tai Chi: Tai Chi/Qi-gong Instructor and other fitness classes (water aerobics, strength/cardio) 2019 - 2021

Salesforce Admin (Level beginner to intermediate), and Adobe Premier Rush (beginner) 2022