

HEATHER STACK

Web Designer, Graphic Artist, Marketing, Social Networking

SPECIALTIES

Web Design, Graphic Art, HTML, CSS, HTML5, CSS3, Google Analytics, Google Webmaster Tools, Marketing

EDUCATION

Kaplan University, 2008 to 2009

Associate's Degree Information Tech with a strong emphasis in Web Design

Coursework: Intro to Web Development, Website Development, (Dreamweaver), Fundamentals of Web Graphics (Photoshop), and E-Commerce Development, Foundations in Information Technology, Intro to Programming, Enhancing Websites with PHP, Networking Concepts, and Software Applications.

COMPUTER SKILLS

Tools:

Google Analytics, Dreamweaver, Photoshop, Google Webmaster Tools, Internet, Firebug, WordPress, InDesign

Others:

Web Design, Facebook, Social Media Marketing, Print Graphics, Website Promotion, Social Media, Web Analytics, Online Marketing, Killer Research Skills, InDesign, Blogging, HTML + CSS, SEO - On-site, SEO - Off-site, Graphic Design, Organic Search, Graphic Art, Layout, Adobe Acrobat, HTML5 & CSS3, User Experience - (UI/UX)

EXPERIENCE

Oglethorpe Inc - *Web Designer/Graphic Design/Social Networking & Marketing*

Nov 2015 to Oct 2017

- Worked as an in-house, front-end web designer, graphic artist, SEO, marketing and social marketing for a healthcare management company.
- Worked to present an overall image for the company and its properties, this includes website design and management.
- Graphic Work both screen and print. Including logos, brochures and business cards.
- On site SEO – heading tags, graphic alt tags, keyword relevancy, robot.txt files, title and meta tags etc.

Hot Tub Parts - *Web Designer/SEO/Graphic Design/Social Networking & Marketing.*

March 2015 to Nov 2015

- Worked as an in-house, front-end web designer, graphic artist, SEO, marketing and social marketing for a manufacturing company in hot tub and pool industry.
- Worked to present an overall image for the company, this includes website design and management.
- On site SEO – heading tags, graphic alt tags, keyword relevancy, robot.txt files, title and meta tags etc.
- Off site SEO – social network marketing, keyword analysis, competitor analysis, blogging etc.

Vision Systems Inc. - *Web Designer/SEO/Graphic Design*

November 2009 to March 2015

- Worked as an in-house, front-end web designer, graphic artist, and social marketing for a manufacturing company in the healthcare industry.
- Worked directly with the marketing manager in presenting an overall image for the company, this includes website design and management, at one time this included 91 sites that lacked a formal content management system.
- On site SEO – heading tags, graphic alt tags, keyword relevancy, robot.txt files, title and meta tags etc.
- Off site SEO – social network marketing, keyword analysis, competitor analysis, blogging etc.

Designs to Shine - *Web Designer*

September 2013 to June 2015

- Part-time/Consultant
- Redesigned the website: <http://designstoshine.com/>.
- On site SEO – heading tags, graphic alt tags, keyword relevancy, robot.txt files, title and meta tags etc
- SEO consulting – counseled SEO basics to ensure optimal SEO success

Examples of designs and coding:

<http://webgoddessdesigns.net/> - Personal Portfolio Site

<https://www.springbrookhospital.org/>

<https://cbhohio.com/>

<https://ridgeviewhospital.net/>

<https://batonrougebehavioral.com/>