

HEATHER STACK

Web Designer, Graphic Artist, Marketing, Social Networking
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Personal Portfolio:

Examples of my work can be found: <http://webgoddessdesigns.net/>

EXPERIENCE

Oglethorpe Inc - *Web Designer/Graphic Design/Social Networking & Marketing*
11/2015 - 10/2017

Hot Tub Parts - *Web Designer/SEO/Graphic Design/Social Networking & Marketing.*
03/2015 - 11/2015

Vision Systems Inc. - *Web Designer/SEO/Graphic Design*
11/2009 - 03/2015

- In-house, front-end web designer, graphic artist, SEO, marketing and social marketing for a healthcare management company. (**Oglethorpe, Inc**)
- In-house, front-end web designer, graphic artist, SEO, marketing and social marketing for a manufacturing company in the hot tub and pool industry. (**Hot Tub Parts**)
- In-house, front-end web designer, graphic artist, and social marketing for a manufacturing company in the healthcare industry. (**Vision Systems, Inc**)
- Off-site SEO – social network marketing, keyword analysis, competitor analysis, blogging etc. (**Hot Tub Parts**) (**Vision Systems, Inc**)
- Created a 48-page catalog for print. In addition, made a digital-based edition to viewed online. (**Vision Systems, Inc**)
- Collaborated with the marketing manager to present an overall image for the company, including website design and management. At one time this included 91 sites that lacked a formal content management system. (**Vision Systems, Inc**)
- Collaborated to present an overall company image and properties, including 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.

Contract Work - *Web Consultant/Designer*
Various Companies

Designs to Shine - 09/2013 - 6/2015 - **Fantasy Guild Tours** -03/2015-06/2015 - **Exit Tallahassee** - 8/2016 - 10/2016 - **Butler Hypnotherapy** - 06/2015-08/2015 - **New L.E.A.P.S Academy** - 02/2016 - 10/2016

- Part-time/Consultant - Website Consulting and management
- Social networking including ad buying and management.
- Help organize digital assets
- Graphic work both screen and print. Including logos, brochures, and business cards.
- On-site SEO
- Website design and management

SPECIALTIES

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

COMPUTER SKILLS

TOOLS:

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

OTHER SKILLS:

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)

EDUCATION

Kaplan University, 2008 to 2009

Associate's Degree Information Tech with a strong emphasis on 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.