

# Heather Stack

Web Designer, Social Networking, Graphic Art, Marketing  
Personal Portfolio: [webgoddessdesigns.net](http://webgoddessdesigns.net)

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## EXPERIENCE

### **Oglethorpe Inc, Brooksville, FL — Web Designer/Graphic Design/Social Networking & Marketing**

11/2015 - 10/2017

- In-house, front-end web designer, graphic artist, SEO, marketing and social marketing for a healthcare management company.
- 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.

### **Hot Tub Parts, St. Petersburg, FL — Web Designer/SEO/Graphic Design/Social Networking & Marketing**

03/2015 - 11/2015

- In-house, front-end web designer, graphic artist, SEO, marketing and social marketing for a manufacturing company in the hot tub and pool industry.
- Off-site SEO – social network marketing, keyword analysis, competitor analysis, blogging etc.
- 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.

### **Vision Systems Inc., Tarpon Springs, FL — Web Designer/SEO/Graphic Design/Social Networking & Marketing**

11/2009 - 03/2015

- In-house, front-end web designer, graphic artist, and social marketing for a manufacturing company in the healthcare industry.
- Off-site SEO – social network marketing, keyword analysis,

## SKILLS

Web Design, HTML5 & CSS3, User Experience - (UI/UX), 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

## SPECIALTIES

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

## TOOLS

Google Analytics, Dreamweaver, Photoshop, Google Webmaster Tools, Internet, Firebug, WordPress, InDesign, and more.

competitor analysis, blogging etc.

- Created a 48-page catalog for print. In addition, made a digital-based edition to viewed online.
- 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.
- 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.

## **Web Goddess Web Design & Consulting LLC, Port Richey, Fl** — *Web Consultant/Designer*

2013 - Current

**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 - **My Swimmer** - 02/2018-present

- 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

## **EDUCATION**

### **Kaplan University, AS in Information Technology**

2008 - 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.