

Erin Dea Bell

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OVERVIEW:

Talented and experienced web Designer and Developer with 11+ years' experience in corporate, educational, government and retail environments. Skills and experience also include email marketing and graphic design.

TECHNICAL SKILLS:

Software: Mac and PC, Adobe CC (Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro), Microsoft Office (including Power Point), HTML, HTML5, XML, CSS, Visual Studio, Beyond Compare, JSON

Working Knowledge of: JavaScript, JQuery, PHP

CMS: Hybris, Acorn, eCollege, Open Source - WordPress

Other: MAMP/LAMP, W3C Compliant, SVN, CVN, Tortoise, FTP, Audio/Video Integration, Architectural Photography, Portrait Photography, Mail Chimp, Constant Contact, Yesmail, Bronto, video editing

Recent Accomplishments

- Eleven years of experience in the area of creating, developing and managing graphical and written content for print and online technical communication
- Responsible for design, development, quality assurance and support of companies Web sites, e-mail campaigns and other promotional initiatives while insuring consistent brand voice
- Successfully created and conducted email-marketing campaigns that resulted in an increased customer base.
- Organized, instructed and directed small groups in the areas of personal growth and outreach
- Developed, researched, produced, and implemented educational development tools

PHE, Inc., Hillsborough, NC – Marketing Team

April. 2016 – Present

Sr. Web Designer

- Creation of current style guide
- Designing/creating landing pages and landing page template
- Bootstrap
- Designing/creating responsive email templates and emails
- Designing/creating banner ad style guide and templates
- Creating banner ads
- Designing mockups and wireframes
- Building simple interactive elements for the website
- Simple animations

Greene Resources, Raleigh, NC

Oct. 2015 – March 2016

Web Developer – Salesforce4Hire

- Developing new WordPress website
- Site architecture and navigation fixes
- Theme modification- CSS, HTML, and simple php
- Installing security plugins
- Monitoring and troubleshooting a security breach
- Consulting in the planning of interactive tool layout and design

- Interactive map creation
- Simple animations
- Video editing

University Temporary Services, Chapel Hill, NC

April 2014 – Sept. 2015

Designer/Developer

Sheps Center

- WordPress Designer/Developer for intranet at UNC Sheps Center
- Wireframing
- Creating standard style guides for graphic design, color, font, layouts, and associated documentation,
- GUI and HTML5, CSS3, JS development for Young Families Connect
- GUI for SIRS project
- HTML, CSS, Adobe CC, Bootstrap, WordPress Vice Chancellor for University Advancement
- Re-designing/developing custom “Giving” pages
- WordPress Designer/Developer UNC office of Development
- Wireframing
- HTML, CSS, Adobe CC, Bootstrap, WordPress, Visual Studio, Beyond Compare

Greene Resources, Raleigh, NC – Marketing Team

Sep. 2013 – Jan. 2014

Web Designer - The Body Shop

- Worked as part of the ecommerce team as a Web Designer
- Created HTML email campaigns using HTML, CSS, Photoshop for deployment using Yesmail
- Created and uploaded Landing pages using HTML, CSS, Photoshop and Content Manager
- Affiliate banners, Photoshop and Illustrator
- HTML, CSS, Photoshop, Illustrator, Yesmail, Content Manager

The Creative Group, Raleigh, NC

Sept. - 2013 – Nov. 2013

Web Designer - Lulu

- Independent remote contract Web Designer at Lulu
- Created HTML emails in multiple languages – static and responsive using Photoshop, HTML, CSS and Bronto

The Pampered Chef, Addison, IL – Web Design Team

March 2012 – May 2012

Web Designer

- Worked as part of an agile development team toward the launch of the new Pampered Chef and Consultants Corner websites using HTML, CSS and JavaScript within the Hybris framework
- Created web graphics
- Designed, created and tested HTML emails to be deployed through the in-house delivery system
- Converted video files to Cross-Platform Formats
- Created screen capture tutorials to document procedures for existing staff

Pearson Education, Glenview, IL – Marketing Team

Nov. 2011 – Jan. 2012

Front End Developer

- Documented the process and created writing guidelines for new content development
- Migrated a variety of content and graphics from an expiring internet repository to a new online sales “Playbook”
- Worked independently with several project managers and product stakeholders to ensure that the information to the “Playbook” was ported over properly
- Created web graphics and HTML pages for external site

National Safety Council, Itasca, IL - Marketing Team

Sep. 2011 – Oct. 2011

Email Marketing

- Created and deployed email campaigns through Constant Contact
- Conducted training on integrating data variables in Constant Contact emails
- Researched and reported on event marketing solutions
- Created web graphics and email banners
- Created Power Point presentations

DeVry Inc., Wood Dale, IL - Online Learning

Feb. 2011 – Sep. 2011

Instructional Design Development

- Managed and developed online course content for DeVry University, Keller Graduate School and Chamberlain Nursing College using HTML, CSS and JavaScript within the eCollege framework
- Created custom graphics using Illustrator and Photoshop
- Developed course exams and quizzes using Respondous
- Accomplished video editing with Camtasia
- Made Power Point presentations
- Managed course content files in Sharepoint

Heritage Web Solution, Provo, UT

Sept. 2007 – Dec. 2010

Web Developer/Designer

- Interacted with customers to design and construct custom web sites (static, dynamic, and e-commerce) to their specifications using Photoshop, HTML, CSS, Flash, AJAX, and other techniques
- Created Dreamweaver Templates, edited and updated HTML files
- Maintained and updated photo and graphics library
- Created Zen Cart e-commerce sites using HTML/CSS and table less page layout/design
- Created sites for cross-browser and cross-platform issue compatibility (IE, Firefox, Safari, etc.)

Lab Safety Supply, Janesville, WI

2008

Graphic Designer

- Created, edited and maintained Web graphics and managing Web site change requests
- Populated RAND web site with products, product images and animated gifs, creating product images when necessary
- Categorized products, created subcategories and landing pages, working through the RAND CMS
- Wrote product descriptions and utilized **SEO** Tools to optimize pages and product titles for SERP'S

YCS Printing, INC. & YCS Drafting, Loves Park, IL

May 2006 - 2010

Graphic Designer

- Managed and implemented web content production for web/print design
- Created Flash website and Wordpress website
- Created brochures, flyer's, business cards, forms, and labels
- Created Email marketing campaigns
- Prepared digital images for printing
- Created Screen Capture Video tutorials
- Created seasonal and promotional material

Volunteering:

Various Companies, Raleigh, NC

Dec. 2012 – Present

- HTML website conversion to Wordpress
- Responsive web design
- Print collateral

- Video editing
- Pre-Production Planning
- Production Assistant
- Art Director
- Script Writer
- Actor
- Sound engineer

Previous Career - Educator

1990 - 2006

Christian Life Schools – substitute teacher Jr./Sr. High
Freeport School Dist. – Teacher’s aide for special need students
Piano Teacher – adult and children private and group classes
Parent Teacher – Park Ridge Youth Home

Hobbies:

Film Making
Photography
Art

EDUCATION:

National College of Education – Majors in Human Resources and early Childhood/Special Education Evanston, IL
The Art Institute – Web Design Diploma, 3.9 GPA, National Deans List - Pittsburgh, PA