

Myrna Rasmussen
Web Administrator/Designer
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Objective

To obtain a position that: UTILIZES web design and technical support experience; DELIVERS Internet marketing, Web publicity, and online management services to help companies create/enhance their online reputations; MAINTAINS a webmaster that is able to excite people about the Internet possibilities when the range of tools and services are fully used; and VALUES the importance of a web presence and experience. Let me help you with your overall PERFORMANCE of your company.

Summary

Highly self-motivated and goal-oriented creative professional with 15 years of computing experience and 12+ years in web development experience with:

- Building web sites from conception to rollout, including e-commerce development, production, maintenance, and evaluation of complex Web communication solutions;
- Designing site information architecture, navigational structure, user interface, visual design, and graphic components for a variety of Web sites, ecommerce sites; and
- Excellent project management skills and diverse business background, including—accounting, human resources, training & development, marketing, sales & distribution and nonprofit.

Technical Skills

- Strong analytical aptitude; enterprising at resolving challenging situations
- Thorough attention to detail in coordination and planning efforts
- Articulate supervisor and trainer, interacts well with all levels of personnel
- Programming—HTML, JavaScript, CGI, DHTML, CSS, SSI, ASP, VB, SQL, PHP
- Design Applications—Macromedia Dreamweaver 8, Adobe Photoshop CS2, Macromedia Flash, Adobe ImageReady, Macromedia Fireworks, MS Publisher, Visio, QuickTime, Adobe Acrobat, Adobe Illustrator CS2, Adobe InDesign CS2
- Operating Systems—Windows 95/98/NT/2000/XP/Windows 7
- Ecommerce
- Marketing tools: Constant Contact, web site submissions
- Applications—Microsoft Office Suite 2003, 2007, FTP, Microsoft Outlook, GroupWise, StoneEdge Order Manager, POS Software, Shipping software
- Digital Equipment—scanners, digital cameras, printers, copy machines
- Maintenance and administration of server systems
- Social networking – Facebook, LinkedIn, Twitter, My Space, YouTube

Work Experience

President, Designer, Marketer - iDesign LLC 1997-present

- Web Project Manager
- Graphics specialist
- Web site and web page design
- Register domain and established web site
- Conduct publicity strategy
- Develop server file structure
- Plan web content offering, and managed affiliate links
- Create animation
- Web marketing and analysis
- Partner with hosting company
- Partner with software and hardware specialist
- Facebook, LinkedIn and Twitter marketing

Web Administrator, IT Department Head

2004 - 2008 – Uni Key Health Systems, Hayden, Idaho

- Design, develop and implement new web interfaces, graphics and layouts
- Create, manage and maintain company Internet, Intranet and e-commerce sites, with key responsibility for creation of web content and flow of information
- In-depth experience applying graphic design principles to produce creative, innovative and professional web sites
- Cutting-edge technical knowledge of HTML programming, PHP, ASP
- Responsible for quality assurance of all web design projects, including web usability, accessibility, testing and debugging
- Image creation, optimization and manipulation
- Write, edit and proofread a variety of documents; plan and prepare articles for online dissemination
- Advise on effective marketing techniques to increase web site traffic
- Search engine optimization, including—keyword research/selection, meta tagging, search engine submissions, position tracking
- Exceptionally well organized and detail-oriented
- Proven record of effectively managing multiple tasks without compromise to quality
- Familiar with current and emerging Internet marketing strategies
- An ability to meet deadlines
- Excellent planning and consulting skills developed from extensive work with customers and team members on a variety of challenging projects
- Supported Accounting department - backup when account was out
- Supported Human Resources department - assisted with all tasks - backup when Human Resources Manager was out
- Desktop support - troubleshoot issues, update software as needed
- Maintain servers for networking and storage

Web Designer, Webmaster, Web Administrator, IT Department Head

2000- 2006 - Lifestream Technologies, Inc., Post Falls, Idaho

- Design, develop and implement new web interfaces, graphics and layouts
- Create, manage and maintain company Internet and Intranet sites, with key responsibility for creation of web content
- In-depth experience applying graphic design principles to produce creative, innovative and professional web sites
- Cutting-edge technical knowledge of HTML programming, PHP, ASP
- Responsible for quality assurance of all web design projects, including web usability, accessibility, testing and debugging
- Image creation, optimization and manipulation
- Write, edit and proofread a variety of documents; plan and prepare articles for online dissemination
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Career Services Technical Assistant

1995-2000 - North Idaho College, Coeur d'Alene, Idaho

- Provide technical support for web-based information provided by Career Services web page
- Created and maintained web pages in FrontPage 2000
- Train and assist Career Center clients in the location and use of technology
- Conduct computerized scoring for career assessments, interpret scored reports
- Create spreadsheets, graphic reports and presentations
- Create handouts and brochures for client use
- Install software as needed

Computer Support Specialist

1996-1999 - ProSoft Data Systems, Inc., Coeur d'Alene, Idaho

- Design and publish web pages for clients on a part-time consulting basis
- Test software components in new programs
- Test and link web pages with compatible sites
- Marketing and client training

Education

- CITE Program, North Idaho College, Coeur d'Alene, Idaho
- Prosoft Certified Internet Webmaster (CIW) Site Designer in progress

Continuing Professional Education

- Acrobat - Advanced
- NHIPP - E-commerce Designer Track
- NHIPP - Foundations Track/I-Net+
- Site Designer

Professional Affiliations

- International Association of Webmasters & Designers
- National Association of Photoshop Professional
- The HTML Writers Guild

Notable Achievements

- 2001-2009 Golden Web Award

References upon request

