

Myrna Rasmussen
Web Administrator/Designer

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Objective

To obtain a position that: UTILIZES web design, social media marketing and technical support experience; DELIVERS Internet marketing, Web publicity, and online management services to help companies create/enhance their online reputations; MAINTAINS a website 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 20 years of computing experience and 15+ 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 which includes mobile presence
- Designing site information architecture, navigational structure, user interface, visual design, and graphic components for a variety of Web sites, e-commerce sites incorporating social media and mobile
- Excellent project management skills and diverse business background, including—accounting, human resources, training & development, marketing, sales & distribution and nonprofit.
- Social media promotion and maintenance including facebook, twitter, Instagram and Pinterest

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—Responsive designs, HTML5, DHTML, CSS, PHP
- Design Applications—Adobe Suite CS5, QuickTime, Adobe Acrobat,
- Operating Systems—Windows XP/7/8/10
- E-commerce (Wordpress, Network Solutions store, Joomla, ZenCart, Big Commerce)
- Marketing tools: Constant Contact, iContact, web site submissions
- Applications—Microsoft Office Suite 2010 FTP, Microsoft Outlook, GroupWise, StoneEdge Order Manager, POS Software, Shipping software
- Digital Equipment—smart phones, ipads, scanners, digital cameras, printers, copy machines
- Maintenance and administration of server systems

Work Experience

Web Administrator, The CashLINQ Group, Spokane, WA 2008, January - 2014, August

- Web site maintenance – Wordpress backend
- Graphics specialist
- Create marketing materials
- Web site and web page design
- Register domain and established web site
- Desktop Support
- Outlook mail support
- Create images and animation
- Web marketing and analysis
- Software testing
- Support to hosting clients
- Support to webmail clients
- Facebook, LinkedIn and Twitter marketing
- Maintain Email server
- Maintain Web Hosting server

Web Administrator, IT Department Head, Uni Key Health Systems, Hayden, Idaho 2004 - 2008

- 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
- 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

Education

- CITE Program, North Idaho College, Coeur d'Alene, Idaho