

Jodi Steele

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A creative and responsible employee during ten years of growth and transformation in our company. She would be an asset for your team.” - DANIEL SMITH, Inc.

EXPERIENCE

October 2007- January 2018

HTML Developer, DANIEL SMITH Art Materials, Inc.

I had responsibility for the creation of email templates, email content and website content. This included both Adobe Photoshop image creation, as well as slicing images into table format and writing the corresponding HTML code. In this capacity I created and maintained the HTML content used on multiple websites and for thousands of marketing emails. I converted product catalog images to web format in multiple sizes and bulk updated web products quarterly. At times this involved working on images for over 12,000 products. Adobe Photoshop was my primary image tool for the 10 years I held this position. I built several websites for this company using WordPress and customizing the CSS as required. We migrated hosts three times in my 10 years and I have experience in migrating and creating content on both Ability Commerce, WordPress and Webstore. The day-to-day responsibilities required the ability to balance multiple priorities with attention to detail.

Responsible for:

- Website Content Management and Product Launches
- Email Design, Building, Testing, Execution and Tracking
- Adobe Photoshop Image Creation for Web and Email content

September 2004-December 2007 HTML Developer Volunteer

December 2007-Present HTML Developer, Freelance

Since obtaining my programming degree I have had an ongoing interest in website creation and support.

I design and build websites for clients, primarily using WordPress and modifying the CSS to suit their website styling. I have also created and maintained content in DotNetNuke and Google Pages. I have experience creating table based email templates and email campaign content in multiple Email Systems, including ExactTarget, MailChimp and Constant Contact.

EDUCATION

- Associates Degree, Business Administration, Durham College (ON, CAN) 3yr, 4.0 GPA
- Major: Information Technology and Inventory Systems Management

SKILLS

- Email Systems: Exact Target, Mail Chimp, Constant Contact
- Content Management Systems: Ability Commerce, Webstore, WordPress, Google Pages, DotNetNuke
- Expert HTML & CSS, Experience with Javascript, PHP, SQL
- Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver
- Problem Solving, Planning, Collaboration, Tracking & Analytics
- Remote Support