

Jodi Steele

Seattle, WA 98106 | jodi.steele@gmail.com

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

Email Marketing, Web Content, Visual Designer and HTML Developer, DANIEL SMITH Art Materials, Inc.

I had responsibility for website content, the creation of email templates and email content. This included 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 and image content used on multiple websites and marketing emails. I converted product catalog images to web format in multiple sizes and bulk updated web products quarterly. 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 Ability Commerce, Amazon, WordPress and Webstore. The day-to-day responsibilities required the ability to balance multiple priorities with attention to detail. Websites created: <http://www.danielsmith.com>, <http://www.jcindustries.com/>

Responsible for:

- Brand Look & Feel
- Website Content Management and Product Launches
- Amazon Images and Product Descriptions
- Adobe InDesign Catalog and Packaging layout
- Email Design, Building, Testing, Execution and Tracking
- Adobe Photoshop Image Creation for Web and Email content

December 2007-Present Email Marketing, Web Content, Visual Designer and HTML Developer, Freelance

I design, build and support 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.

Websites created: <https://lonin.org/>, <http://caravantooz.com/>, <http://www.danielsmithstores.com/>

Remote Support, website migration, content: <https://www.nwws.org/>

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, Amazon, 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
- Skype and Slack