

## Heidi Spillum

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**Education:** Degree: BS Social Science - Sociology, Business Minor - Advertising and Marketing

### **Employment History:**

**Independent Contractor- Webmaster/Graphic Designer.** Network World, Framingham, MA (Aug. 2008 – Present)  
Website Content/Development/Placement and Design-layout, Graphic Manipulation, HTML, CSS, FTP, HTML Emails, Web Banners...  
Computer Programs used: Macromedia CS3 - Flash, Dreamweaver, Photoshop, Illustrator ...

**Independent Contractor- Web Development/Creative Services.** Brand Content, Boston, MA (June 2008 – Present)  
Outlook Templates and HTML Pages. Computer Programs used: Dreamweaver, Photoshop ...

**Independent Contractor- Web Development/Creative Services.** Touchmark, Beaverton, OR (Dec. 2007 – July 2008)  
Website Content/Development/Placement and Design-layout, Graphic Manipulation, HTML, CSS, FTP, SEO, SEM, Newsletters, Web Banners, Flyers, ebulletins, PDF's to HTML, etc... Computer Programs used: Macromedia CS3 - Flash, Dreamweaver, Photoshop, InDesign, Illustrator ...

**Independent Contractor-Website Development/Creative Services.** Variegated Technologies Inc., Portland, OR (Apr. 2007 – Oct. 2007)  
Website Content/Development and Design, Graphic Manipulation, Branding, CSS, FTP, Computer Programs used: Dreamweaver 8, Photoshop, Flash 8, Adobe 7.0, Publisher, Windows XP Pro.

**Independent Contractor-Website Development/Creative Services.** Sodexho, Portland, OR (Apr. 2006 – Nov. 2007)  
Website Content/Development and Design, Database Construction/Manipulation/Analysis and Report Generation, Graphic Manipulation, Branding, Computer Programs used: Dreamweaver MX 2004, Studio 8, Joomla, Photoshop, Adobe 7.0, Publisher, Windows XP Pro – All office functions (Word, Access, Excel, ...).

**Independent Contractor-Website Development/Creative Services.** Cubic Compass/i-Dialogue, Portland, OR (Jan. 2007 – Feb. 2007)  
Telecommuting, Website Content/Development and Design, Graphic Manipulation, Logo Banner Creation, Custom Images, Branding, HTML, CSS, FTP, ASP, Computer Programs used: Visual Studio 2005, Dreamweaver Studio 8, Photoshop, Adobe 7.0, Publisher.

**Independent Contractor-Website, E-Test Creation.** PREP-Profiles Systems Inc., Bend, OR (Oct. 2005 - Feb. 2006)  
Website Content and E-Test Design, Powerpoint Slide Creation for Presentations, and Logo Design. Computer Programs used: Powerpoint, Visual Basic, Publisher and Adobe 7.0.

**DXA Coordinator (Dept. Mgr.), Marketing, E-chart Manager.** AOC-Arthritis and Osteoporosis Clinic, Bend, OR (Nov. 2004 - Oct.2005)  
Overhaul of Bone Density Clinic Process, Quality and Procedures (According to International & State of Oregon Guidelines), Training and Management of Department Employees, Quality Assurance, 2 – Site Coordination, Database Generation, Manipulation and Report Analysis, Marketing of Services to Local Physicians using Direct Mail, Quality of Service and Referrals, Press Releases, Media Kits, Event Coordination – Grand Opening for New Location & Services, Brochure / Flyer Creations for New Service and Promotion, Co-Creator of Electronic Charting System for Efficient, Paperless, Patient Care and Interaction, Document Scanning and Placement, System Back-ups/Recovery/Archiving, Computer Installation, Maintenance, Troubleshooting, Configuring & Peripheral Set-ups. Computer Programs used: Windows XP (Excel, Word, Outlook...), Powerpoint, Publisher, Adobe 7.0, Hologic - Delphi/4500 Systems. Certifications/Licenses: CDT: ISCD and State of Oregon. Attended ISCD – New Orleans, LA.

**Research Assistant 2, Website Mgr., Certified Densitometry Technician.** Oregon Health & Science University, Portland, OR (Apr. 2002 - Nov. 2004)  
Operation of all Research & Clinic Functions: Billing (ICD- Coding), Patient Care, Report Generation, Database Generation and Manipulation, Appointments, Website Development, Quality Assurance, Research Studies, Patient Coordination, Documentation. Event Coordination: Bone Densitometry State Certification Class (3-Day Function), Transfer of State Certification Class from Paper to Powerpoint Presentation. Computer Programs used: Dreamweaver MX, Windows XP (Excel, Word, Outlook...), Powerpoint, Publisher, Adobe 7.0, Hologic - Delphi/4500 Systems. Certifications/Licenses: CDT: ISCD and State of Oregon. Attended ASBMR – San Antonio, TX & ISCD – Seattle, WA.

**General Manager.** Café Allegro, Tigard, OR (Dec. 1995 - July, 2001)  
Employee Management, Scheduling, Event Coordination, Seating, Sales, Customer Service, Beverage and Food Service... Computer Programs used: POS System, Windows Office Programs.

**Marketing Internship.** Business Education Compact, Non-profit, Beaverton OR (Sept. 2000 - Dec. 2000)  
Website Research and Content Manipulation, Survey Design and Analysis, Event Coordination: VIP Dinner for Donors, Invitations, Flyers and Brochure Design and Development, Phones, All Administrative Functions. Computer Programs used: Windows Office Programs, Publisher...

**Marketing Internship.** Vagt & Schwindt, LLP, Portland, OR (June 2000 - Sept. 2000)  
Database Construction, Report Generation and Analysis, Press Releases, Telemarketing, Brochure and Logo Design/ Development, Media Kits, General Administrative Functions. Computer Programs used: Windows Office Programs, Publisher...

**Sales-Retail.** Northwest Armory, Portland, OR (Feb. 1997 - Feb. 1999)  
Sales, Merchandizing, Customer Service, Data Entry, Cashier, Ordering, Shipping & Receiving, Inventory... Event Coordination: Safety Booth at the NW Women's Show – Convention Ctr., (PDX, OR). Computer Programs used: Quickbooks, Windows 95 and DOS Register System.

**Sales-Retail.** Three Bears Guns, Portland, OR (Dec. 1996 – Feb. 1997)

Sales, Merchandizing, Customer Service, Data Entry, Cashier, Ordering, Shipping & Receiving, Inventory. Event Coordination: Booth Coordination at Portland Gun Show.

**Sales-Retail.** GI Joes, Oak Grove, OR (Feb. 1995- Sept. 1996)

Sales, Merchandizing, Customer Service, Data Entry, Cashier, Ordering, Shipping & Receiving, Inventory (Sporting Goods & Athletic Departments).

**Radio Promotions-Internships.** KWJJ & KKSJ, Portland, OR (Oct. 1995 - Mar. 1996)

Event: Promotions, Premiers, Remotes and Concerts, Contests, Prize Distribution, Phones, Database Generation and Maintenance. Computer Programs used: Windows 95.

**Advertising-Sales-Retail.** Northwest Outfitters, Oregon City, OR (June 1994 - July 1995)

Store Event Coordination and Promotion, Press Releases, Riverfest Booth Coordination and Set-up (Oregon City, OR), Designing Ads, Proofing, Placement and Coordination for Oregonian, Columbian, Argus, Outlook...Product Co-op (Advertising Reimbursements from Companies), Radio and TV Spot Coordination (KWJJ, WB32...), Advertising Budget Management, Sales, Merchandizing, Customer Service.  
Computer Programs used: Windows Office.

**Additional Education:**

Market Research, International Marketing, Photography – Blk & Wht/Digital, Advertising Campaigns, Marketing Strategy, Drawing, Media Strategy, Business Management, Globalization, Advertising Copy & Layout, Consumer Behavior, Economics/Statistics, Accounting, PR Campaigns, PR Relationship Management

**References:** Available on request.