

Heidi Spillum – Web, Graphic and Marketing: Detailed Work and Project History

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Education: Bachelor of Science - Social Science 2002 (Portland State University)
Concentration: Sociology, Advertising and Marketing

Work History and Project Details:

Millipore – Contracted through Manpower Staffing, Web Content Editor, Billerica, MA
(Aug. 2010 – Present)

- Website content updating, formatting and graphic manipulation using Lotus Notes, Photoshop

IDG: International Data Group – DEMO, Computerworld, Network World, Events Marketing Team, Framingham, MA
(Aug. 2008 – Jan. 2010: *Temp Employee*, Jan. 2010 – Present: *Contractor*)

- Website content creation, customization for DEMO, Computerworld and Network World events
- Custom website creation for new events and online handbooks: Oracle, CA, Citrix-Synergy, IT Roadmap Cities, ITR Exchange, OSBC, SAASCON, S&W... using various programs for necessary tasks: Dreamweaver, Drupal, Rhythmx , CMS Editors (eTouches, SP&E Intranet) Notepad++, Firefox Client FTP
- Custom image creation, sizing, modification using Illustrator and Photoshop programs and website placement
- Creating, customizing and modification of existing CSS, HTML , PHP, ASP and Java Script
- Search Engine Optimization (SEO) using “meta”, “alt” and “title” tags, image naming, keywords, content terminology
- Social Media Marketing (SMM): creating profiles, updating, posting on various websites and marketing pieces - ex: Twitter, Facebook, LinkedIn
- Custom web/ print graphics creation and modification in various sizing and formats (rotating and stagnant) using programs: Illustrator, Photoshop, Flash
- Marketing report generation and analysis from eTouches event web analytics and surveys for summary reports, marketing breakdown for various tactics and campaigns (Mailing, Email, redirects, custom imaging, specific site entrances, traffic...), tracking (Excel), co-relation and cross-tabulation results from survey and web analytics
- Modification of existing PDF document content using Adobe Acrobat 8 and Illustrator for sales report and marketing pieces (original editable documents were not available)
- Creating sales forms and contracts using protected Word documents
- Powerpoint presentation template creation, modification
- Posting white papers, reports and various presentations on web for various event and marketing needs

Brand Content, Boston, MA, (June 2008 – Present: *Contractor*)

- Creating custom html landing pages from Photoshop (PSD) mock-ups
- Client website content editing, formatting and modification through CSS, J Script, HTML, PHP, ASP through FTP, using programs Dreamweaver and Notepad++
- Search Engine Optimization (SEO) using “meta”, “alt” and “title” tags, image naming, keywords, content terminology
- Custom web/ print graphics creation and modification in various sizing and formats (rotating and stagnant) using programs: Illustrator, Photoshop, Flash
- Sales and Marketing Outlook Email Templates (OFT’s) created from Photoshop mock-ups or PDF, transformed to HTML and imported into OFT format
- WordPress Blog editing and posting

Sabre Imagery, Inc., Natick, MA (March 2010 – Present: Contractor)

- Modifying Email Templates
- Constant Contact: Email Blast Modification, Lists and Marketing
- Creating and Modifying Custom Graphics: Banners (Rotating and Stagnant)
- Print Ads, Flyers, Posters, Brochure Creation and Modification
- Client Website Content Modification

Weber Shandwick, Cambridge, MA (2 Week F/T Contract: 5/17 - 5/28/10)

- Assisted in the redesign build out of www.pepsico.com: graphic sizing and modification, page layout, content transfer/formatting, HTML/CSS/ASP code modification, debugging...

Touchmark, Beaverton, OR (Dec. 2007 – July 2008: Contractor)

- Assisted in 9 website redesigns and customization for the specific retirement communities using Dreamweaver
- Custom banners, images, button creation using Photoshop, Flash
- Editing, creating and modifying existing CSS, HTML, Java Script
- Newsletter creation using InDesign
- Search Engine Optimization (SEO) using “meta”, “alt” and “title” tags, image naming, keywords, content terminology
- Search Engine Marketing (SEM) through targeted free listings, event posting, publication sites
- Google AdWord, PPC, and demographic targeting both on the local and national levels
- eBulletins: marketing html emails and custom landing pages targeted to the communities and surrounding areas

Sodexo, Portland, OR (Apr. 2006 – Nov. 2007: Contractor)

- Website creation for college dining services through the selection of specific templates, customizing them to the schools needs (modifying content, CSS, Java Script, imaging and forms), using programs Joomla, Photoshop and Dreamweaver
- Search Engine Optimization (SEO) using “meta”, “alt” and “title” tags, image naming, keywords, content terminology
- Custom web/ print graphics creation and modification in various sizing and formats (rotating and stagnant) using programs: Illustrator, Photoshop, Flash
- Database management, manipulation, construction using Access for various marketing reports

Variogated Technologies Inc., Portland, OR (Apr. 2007 – Oct. 2007: Contractor)

- Creating mock websites in Photoshop for initial client approval
- Creating custom html landing pages and websites from Photoshop (PSD) mock-ups
- Website content editing, formatting and modification through CSS, J Script, HTML, PHP through FTP, using programs Dreamweaver
- Search Engine Optimization (SEO) using “meta”, “alt” and “title” tags, image naming, keywords, content terminology
- Custom web graphics creation and modification in various sizing and formats (rotating and stagnant) using programs: Illustrator, Photoshop, Flash

Cubic Compass/i-Dialogue, Portland, OR (Jan. 2007 – Feb. 2007: Contractor)

- Created custom adjacent site portals complimenting Salesforce functions
- Website content editing, formatting and modification through CSS, HTML, ASP through FTP, using programs Dreamweaver and Studio 8
- Search Engine Optimization (SEO) using “meta”, “alt” and “title” tags, image naming, keywords, content terminology

- Creating mock websites in Photoshop for initial client approval
- Custom web graphics creation and modification in various sizing and formats using programs: Photoshop

PREP-Profiles Systems Inc., Bend, OR (Oct. 2005 - Feb. 2006: *Contractor*)

- Website content and electronic form creation
- Powerpoint slide modification and logo redesign and sizing

Arthritis and Osteoporosis Clinic, Bend, OR (Nov. 2004 - Oct. 2005)

- Department manager of the Bone Density Clinic, responsibilities, included quality control, procedures, training, hiring, database generation for targeted mailings and overall running of the Bone Density Clinic functions
- Marketing reports and analysis, survey creation and analysis
- Event coordination, media kits, press releases, flyers and creation of other marketing materials
- Co-creator of online eCharting system for electronic records system for the Physician's team for a paperless environment
- Computer installation, maintenance and peripheral set-up

Oregon Health & Science University, Portland, OR (Apr. 2002 - Nov. 2004)

- Operation of all research and clinic functions: billing (ICD-coding), patient care, report generation, scheduling, etc.
- Certified Bone Density Technician and Research Assistant 2
- Database generation, manipulation and reporting
- Website development of department website using Dreamweaver
- Research studies, patient coordination, documentation and reporting
- Event Coordination-Instruction: Bone Densitometry State Certification Class (3-Day Function)
- Transfer of State Certification Class from paper to Powerpoint presentation

Additional Skills: Digital Photography, Survey Design and Analysis, Event Coordination, Sales, Public Relations, Management, Merchandising, Marketing, Report Writing - Analysis and Design, Computer Maintenance and Program Installation/Customization

Attributes: Hard Working, Gets the Job Done, Multitasker, Can Prioritize Multiple Projects, Positive Attitude, Learns Quickly, Works Well with Others, Good Communicator, Detail Oriented, but Can Also See the Big Picture, Creative, Efficient, and Full of Ideas

Hobbies: Hiking, Soccer, Black & White/Digital Photography, Drawing

References: Available upon request.