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skills

Proficient in Mac and Windows operating systems, Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash, XHTML, CSS, CFM, JavaScript, SEO/SEM, Web Analytics.

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experience

**BARONA RESORT & CASINO** Lakeside, CA  
*Internet Marketing Specialist / Project Manager* 8/10 – Present

- Project manage development work, custom web applications, and microsites
- Strategize and implement Social Media & Email Marketing campaigns
- Management of online advertising and SEM efforts
- Content Management of Barona.com

**VIEJAS CASINO & OUTLET CENTER** Alpine, CA  
*Web Technologist* 2/06 – 8/10

- Designed and Maintained www.viejas.com and five Viejas associated web sites
- Created visual and interactive design for online graphics and advertisements
- Implemented email marketing campaigns to generate new clientele and coin-in revenue
- Designed and coded monthly e-mail blasts publicizing events and promotions
- Developed touch-screen Flash animation for slot machines and interactive kiosk terminals

**JEN MATTUCHIO DESIGN** San Diego, CA  
*Freelance Web Designer* 6/05 - Present

- Oversea Insurance - CMS driven website www.overseainsurance.com
- Precision Athletic Training - Job board website www.precisionat.com
- Body Restoration Massage - HTML & CSS website www.body-restoration.com
- C&S Sales - Prepress file preparation

**KATHY IRELAND HOME BY MARTIN FURNITURE** San Diego, CA  
*Web/Graphic Designer* 6/04 – 6/05

- Designed product displays, banners, posters, product labels and print advertisements
- Developed web site consistent with brand requirements
- Unified individual product lines under corporate Kathy Ireland World Wide branding guidelines
- Directed new product photography sessions.
- Transferred AutoCAD drawings into accurate and clear vector/raster presentation material

**THE MASSACHUSETTS DAILY COLLEGIAN** Amherst, MA  
*Graphic Designer* 9/02 – 5/03

- Produced daily newspaper through ad placement and layout
- Created unique advertisements for local businesses and campus events
- Designed full-page spreads for weekly art covers and special issue magazines

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education

**University of Massachusetts** 1999-2003  
BFA, Graphic Design Amherst, MA  
Art History Minor

**San Diego Community College District, Continuing Education** 2004 - Present  
Completed coursework in Web Design, Web Development, Actionscripting, PHP and AJAX.

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awards

**Two (2) Silver Davey Awards** for Viejas.com 2008 & 2009  
**Web Marketing Association Outstanding Achievement** for Viejas.com 2007