

Crystal Nolen

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http://www.awdwebdev.com

objective

To obtain full-time, part-time or freelance employment in web design & development, email marketing, and/or internet marketing with potential for growth and challenges along the way.

summary

I have twelve years of HTML experience, ten years of professional website design and development experience and more than nine years in internet marketing. I have managed server accounts, setup shopping carts, interacted with clients in an agency environment and managed projects completed by fellow web developers. In the last year, I have gotten more experience in internet retailing, search engine marketing and web design and development.

tech skills

Proficient in:

Hardware:

PC
MAC

Code:

HTML/XHTML
CSS
Jquery
Javascript
Unix

Graphics:

Photoshop CS4
Flash CS4
Fireworks CS4

E-Commerce:

Miva Merchant
osCommerce

Search Engines:

Google Adwords
Yahoo! Search Marketing
MSN Ad Center

Email Service Providers:

Topica
Constant Contact
iContact

Content Management:

Documentum
Parallels Sitebuilder
Joomla
PHP-Nuke
WordPress

Office Software:

Microsoft Office

Web Dev:

Dreamweaver CS4
Macromedia Homesite
Putty
Acrobat 8 Pro
Mozilla RSS Editor
MagpieRSS
WordPress
YSlow (Firefox Add-on)

FTP:

Filezilla
WS_FTP 32 Pro
WinSCP

Print Software:

Pitney Bowes Smart Mailer

Control Panels:

Plesk
Cpanel

Some experience with Adobe Illustrator 10, XML, SQL Enterprise Manager, PERL, PHP and ASP.

work experience

Richmond Public Schools

10/09-Present

Web Developer (Contractor)

- ☑ Redesigned the website for the Richmond Public School District.
- ☑ Added many exciting features to the new website, such as a jquery image slider, XHTML/CSS/ Javascript dropdown menus, iframes to pull in database content, embedded Google Calendar, Javascript news scroller and more.
- ☑ Used YSlow to optimize the new RPS website and make recommendations for optimizing the IIS server.
- ☑ Collaborating with department heads to update content throughout the website.
- ☑ Posting emerging news releases on the legacy website while developing the new site.
- ☑ **Tools used:** MAC, PC, HTML/XHTML, CSS, table-less CSS layout, Jquery, Javascript, YSlow, Dreamweaver, Photoshop, Illustrator, Adobe Acrobat, Microsoft Office, Outlook, Firefox, and Google Calendar
- ☑ **Environment:** Windows, Coldfusion, ASP.NET

Acclaimed Web Development & Online Marketing

3/09-Present

President/Owner

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- ☑ Redesigned acclaimedwebdevelopment.com using W3C web standards compliant XHTML 1.0 strict and CSS 2.1.
- ☑ Created blog for acclaimedwebdevelopment.com using WordPress.
- ☑ Provides search engine optimization (SEO), search engine marketing (SEM)/pay-per-click (PPC) campaigns, social media marketing, and email marketing services for acclaimedwebdevelopment.com and for clients.
- ☑ Used Joomla content management system for richmondboxerrescue.org.
- ☑ Utilize Google Adwords and Advanced Web Statistics 6.9 (awstats) to measure website traffic and conversions.
- ☑ **Tools used:** HTML/XHTML, CSS, table-less CSS layouts, Dreamweaver, Photoshop, Adobe Acrobat, Microsoft Office, Joomla, php-nuke, Wordpress, OsCommerce, Filezilla, Thunderbird, Firefox, Google Analytics, awstats, Cpanel
- ☑ **Environment:** Windows, PHP, Reseller programs for hosting, print services, domain names and templates

Wachovia Securities

9/08-2/09

Senior Business Analyst (Contractor)

- ☑ Assisted in the migration of the legacy intranet to new Documentum content management system.
- ☑ Recreated Intranet sites within the content management system.
- ☑ Performed quality assurance testing and error reporting on Documentum content management system.
- ☑ **Tools used:** HTML/XHTML, CSS, Documentum Web Publishing System, Dreamweaver, Photoshop, Adobe Acrobat, Microsoft Office, Lotus Notes, AT Notes, VPN, NetOp, Sharepoint
- ☑ **Environment:** Windows, XML, ASP

Mantech International

4/08-8/08

Web Designer for the Defense Commissary Agency (DoD Contractor)

- ☑ Created graphics to enhance the commissaries.com website.
- ☑ Posted weekly news releases and columns to the website and updated intranet content as needed.
- ☑ Reviewed changes to the website and Intranet and advised manager on usability standards.
- ☑ Performed Quality Assurance (QA) testing of new intranet design and content.
- ☑ **Tools used:** XHTML, CSS, Shell (SSH), Putty, table-less CSS layouts, Unix commands, Adobe Dreamweaver MX 2004, Photoshop CS3, Adobe Acrobat, Mozilla RSS Editor, Microsoft Outlook, Sharepoint
- ☑ **Environment:** Windows, Unix, Samba, Coldfusion 8, Web standards compliant XHTML/CSS, JQuery, DOM

Wachovia Securities

9/07-4/08

InfoMAX Content Coordinator/Web Developer (Contractor)

- ☑ Posted emerging news items and announcements to the intranet homepages for all business channels.
- ☑ Performed daily maintenance of Intranet sites and updated flash banners.
- ☑ Provided technical support on Dreamweaver and the new content management web publishing system.
- ☑ Monitored adherence to the Intranet styles and standards.
- ☑ Recreated Intranet sites within the new content management system.
- ☑ Performed Quality Assurance (QA) testing of content management system.
- ☑ **Tools used:** HTML/XHTML, CSS, Documentum Web Publishing System, Adobe Dreamweaver CS3, Photoshop CS3, Flash CS3, Adobe Acrobat, Microsoft Office, Lotus Notes, ATNotes, Sharepoint
- ☑ **Environment:** Windows, XML, ASP

NetSearch Direct

4/07-8/07

Pay-Per-Click Manager

- ☑ Managed and optimized search engine marketing/pay-per-click campaigns in Google, Yahoo, and Microsoft Ad Center.
- ☑ Passed the tests to become a Google Certified Professional and a Yahoo! Search Marketing Ambassador.
- ☑ Redesigned websites and landing pages to resolve usability issues and maximize user conversions.
- ☑ Used Google Analytics to measure conversions and ROI (return on investment).
- ☑ **Tools used:** XHTML, CSS, table-less CSS layouts, PHP, PERL, Dreamweaver, Photoshop, Microsoft Outlook, Microsoft Office, Google Analytics, MagpieRSS, Wordpress, Google Adwords, Yahoo Search Marketing, MSN Ad Center, Keywordmax.com, wordtracker.com, keyworddiscovery.com, VPN, Sharepoint
- ☑ **Environment:** Windows, Linux Dedicated Server, Joomla, WordPress

The Toy Shoppe

10/05-4/07

Webmaster

- ☑ Managed large, retail, classic ASP website with approximately 3,500 products and all IT vendors and projects.
- ☑ Redesigned e-commerce website as it appeared in April 2007 and updated flash banners weekly.
- ☑ Merchandized the website for maximum sales throughout the year.

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- ☑ Designed and developed email newsletters and managed email marketing program.
- ☑ Used search engine optimization (seo) and pay-per-click (ppc) campaigns to increase traffic to the site.
- ☑ Used Google Analytics to measure conversions and ROI (return on investment) of all internet marketing and direct mail strategies.
- ☑ Wrote specifications for new shopping cart based on the unique needs of The Toy Shoppe and their customers.
- ☑ **Tools used:** DOS, HTML, CSS, JavaScript, Adobe Dreamweaver, Homesite, Photoshop, Fireworks, Adobe Illustrator, Flash, Google Adwords, Yahoo Search Marketing, Google Analytics, wordtracker.com, Microsoft Office, SQL Server 2000, Enterprise Manager, Windows Exchange Server, AVG Enterprise, topica.com, Wordpress, Microsoft Outlook, Verisign, Access Databases, Pitney-Bowes Smart Mailer, Sharepoint
- ☑ **Environment:** Windows XP, MAC, Windows Exchange Server, SQL Server, IIS, classic ASP, ASP.net, Foxpro

Mahloy Web Development

12/02-11/07

Project Manager/Web Developer (Freelance)

- ☑ Managed sites designed by other developers, server reseller accounts, hosting, and DNS for all websites.
- ☑ Maintained over 120 websites.
- ☑ Customized Miva Merchant for e-commerce customers.
- ☑ Managed the migration of over 100 websites from a shared server account to a dedicated server.
- ☑ **Tools used:** HTML, CSS, JavaScript, CGI, Dreamweaver, Macromedia Homesite, Adobe Photoshop, Flash, Microsoft Office, Web Position gold, wordtracker.com, mambo, Parallels Sitebuilder, Plesk, custom PHP content management system, Miva Merchant, Verisign, Shell (SSH), Putty
- ☑ **Environment:** Windows, shared Linux servers, dedicated Linux server, PHP, PERL, CGI

Virginia E-Commerce Technology Center (VECTEC)

2/01-6/05

Website Interface Systems Specialist

- ☑ Consulted with large Virginia corporations on how to improve their sites.
- ☑ Designed sites for Whitley's Peanut, Hampton Roads Small Business Development Center, Northampton County, VA, Retail Merchants Association of Tidewater and many others.
- ☑ Redesigned and maintained the VECTEC website as it appeared in June 2005.
- ☑ Taught HTML, CSS and Internet Design classes.
- ☑ **Tools used:** Unix Commands, Shell (SSH), Putty, Homesite, Dreamweaver, Photoshop, Flash, HTML, CSS, JavaScript, Overture (goto) keyword tool, wordtracker.com
- ☑ **Environment:** Windows, MAC, Sun Solaris server, CGI, PHP

Advanced Networks, Inc.

5/00-2/01

Director, Web Development

- ☑ Created layouts and graphics for websites & maintained over 100 business websites.
- ☑ Supervised and trained part-time entry-level web and graphic designers.
- ☑ Optimized clients' website using search engine optimization (SEO) techniques.
- ☑ **Tools used:** HTML, Frontpage, Adobe Photoshop, Imageready, Overture (goto) keyword tool, jimtools.com, Microsoft Office
- ☑ **Environment:** Windows 2000 Server, ASP

Christopher Newport University, CNU Online

3/99-9/00

Distance Education Helpdesk Consultant/Web Developer (Student Worker)

- ☑ Answered distance education questions through student help line and taught training classes on WebCT.
- ☑ Built and updated websites for CNU departments including: CNU Online, English Department, The Office of Career and Counseling Services, and The Office of Sponsored Programs.
- ☑ **Tools used:** HTML, CSS, Netscape Navigator, Frontpage, Photoshop, Microsoft Office, WebCT
- ☑ **Environment:** Windows

Education

- ☑ **Strayer University** 2003
Completed classes in Web Development
- ☑ **CNU Community Learning** 2001 - 2002
Completed E-Commerce Certificate Program
- ☑ **Christopher Newport University** 1996 - 2001
Economics, B.A.

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seminars

Element K

XML: An Introduction (Third Edition) 2007
Enhancing Web Pages with
JavaScript 2007

Virginia Electronic Commerce Technology Center (VECTEC)

Pay-Per-Click Marketing 6/14/2006

Rockhurst University Continuing Education Center

Killer Creative Techniques Using 2001
Adobe Photoshop
Designing With Dreamweaver 2001
The Flash Attach Workshop 2001

professional affiliations

- Full Member of IWA-HWG (International Webmaster's Association and HTML Writers Guild).
- Yahoo! Search Marketing Ambassador (2007)
- Google Adwords Professional Certification (2007)

sample work

table-less websites

<http://www.awdwebdev.com>

current project

<http://richmond.k12.va.us>

cms / e-commerce

<http://www.anyonecantrade.com>
<http://www.union-tshirt.com>

php / mySQL

<http://www.cryslen.com>
<http://theshowdognetwork.com>
<http://www.wssp pedigrees.info>
<http://www.boxerpedigrees.info>

Joomla websites

<http://www.richmondboxerrescue.org>
<http://www.crystalnolen.com>

table-based websites

<http://www.dfn.com/rhumane/>
<http://www.lynnsewingroom.com/>
<http://www.lammersgreenhouse.com/site/index.html>
<http://mysite.verizon.net/cnolen/designs/smithfieldhams/>
<http://mysite.verizon.net/cnolen/designs/stovers/>
<http://mysite.verizon.net/cnolen/designs/karens/>
<http://mysite.verizon.net/cnolen/designs/landtools/>

other designs

<http://mysite.verizon.net/cnolen/designs/smithfieldfarms/>
<http://mysite.verizon.net/cnolen/designs/horizonboxers/layout.jpg>
<http://www.awdwebdev.com/webs/HealingIntensives/comp1.html>