

TRAVIS NELSON

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941.276.0763
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OBJECTIVE

Creative Director with a strong background in design and programming (HTML, CSS, .NET, SQL) seeks challenging and rewarding position in web design. Portfolio of work available at <http://portfolio.travis-nelson.com>.

EMPLOYMENT

Creative Director

Marketing Max – Jacksonville, FL
May 2007 – Present

Manage marketing campaigns and creative services for clients including Terminix, TruGreen, Sage Software, and ComputerJobs.com. Responsible for handling projects from consultation through design and launch, and analysis of post-campaign data. Web development using standards-based XHTML/CSS with diligent focus on semantics. Web programming in ASP.NET using C# .NET and SQL Server databases, and the incorporation of third-party APIs and tools such as Google Maps, Authorize.Net payment gateway, and SSL. Duties include use of:

- HTML / XHTML
- CSS
- PPC Marketing
- Graphic Design
- ASP.NET (C# .NET)
- Visual Studio 2008
- SQL Server
- Flash

Website / Systems Administrator

The Grain & Salt Society – Arden, NC
June 2006 – May 2007

Website and Systems Administrator for natural health-oriented company The Grain & Salt Society. Responsible for management and maintenance of company information systems including computers, data network, servers, phone network, and website. Troubleshooting for internal technical support needs, as well as website updates and investigation for external customer access and usage issues. Coordination with third-party e-commerce provider for major and minor site upgrades. Design and programming support for marketing team, including creation and launch of email campaigns and website promotions. Duties included use of:

- HTML / XHTML
- CSS
- Windows Server
- Mail Order Manager
- Yosemite Backup
- Remote Access
- Graphic Design
- Yahoo! Campaigner

Graphic Designer

ComputerJobs.com, Inc. – Atlanta, GA
June 2005 – June 2006

Responsible for creative design work used in marketing campaigns, customer relations, and internal communications. Also responsible for revenue analysis based on advertising campaign performance, marketing research, and management of client campaigns (banner advertising and email marketing to a database of over two million registered users). Worked closely with Product Development and Technology department on website issues and updates, and played a key role in designing campaigns to generate new client relationships resulting in tens of thousands of dollars of new revenue each month. Duties included use of:

- HTML / XHTML
- Flash
- CSS
- JavaScript
- ASP.NET (C# .NET)
- Graphic Design
- Goldmine CRM
- Bluestreak IonMX

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Director of Internet Technologies

OmniGraphix, LLC – Fort Myers, FL

October 2003 – June 2005

Managed primary responsibilities of website development for clients of OmniGraphix, LLC. Also involved in quality assurance and technical / grammatical proofing of projects for clients such as Applebee's, Shell Vacations Club, and Ronald McDonald House Charities. Key contributions included design, development, and implementation of turn-key Internet and print advertising, client consultation and proposal preparation, graphic design, content writing and proofing, and photography. Duties included use of:

- HTML / XHTML
- CSS
- ASP.NET (C# .NET)
- PHP
- Flash
- JavaScript
- Graphic Design
- Photography

EDUCATION

Edison College – Fort Myers, FL

Credits: 31

GPA: 4.0

Course focus included: Statistics, Algebra, English Composition II – Technical Writing, Psychology, Ethics, Speech Communications – Public Speaking, and Macroeconomics.

Multimedia Production

Confederation College of Applied Arts and Technology – Thunder Bay, ON

Graduation Date: June 2002

GPA: 3.74

Dean's List graduate of the three-year Multimedia Production program at Confederation College, including successful completion of a four month, 576-hour internship.

INTERESTS

- Emerging and essential technologies (OOP, SOA, AJAX, design patterns, standards and best practices)
- Linux, Mac OS, and Windows
- Photography and lighting
- Art (drawing, painting, illustration)
- Reading
- Creative writing
- Education, training, and honing of soft skills
- Website design and development as a hobby
- Natural health, nutrition, sports and fitness

PORTFOLIO

Portfolio of work available at <http://portfolio.travis-nelson.com>.