

Sarah Randle

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Summary of Skills

Graphic Design

Photo and Image Editing, Typography, Page Layout Design, Mailing Specifications

Prepress

Press and Binding Specifications, Impositioning, RIP Software, Plate-Making

Web Design

Visual Layout, Graphical User Interface, Navigational Design, Banner Ads, E-Mail Design

Front-End Web Development

WordPress, Joomla, HTML / XHTML, CSS, JavaScript, SEO / SES, PPC Ads

Software

Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, FTP / SSH, Camtasia, MS Office

Platforms

Operating Systems: Windows, Mac OS X
Server: Linux, Windows

Experience

Web Designer

Action Printing | Lubbock, TX | November 2008 - Present

- Redesigned and developed new content for Action Printing's website, doubling traffic within a year
- Designed and developed websites for a variety of clients
- Coordinated domain registrations, DNS changes, and registrar transfers
- Recorded video tutorials and wrote help documentation for clients. Also provided troubleshooting and support for clients via e-mail, phone, and web conferencing
- Designed and implemented e-mail newsletters and marketing campaigns
- Created Personalized URLs (PURLs) and landing webpages to accompany direct mail campaigns
- Managed Action Printing's online web-to-print ordering system (I-Way 4 and 5)
- Maintained Action Printing's online social media presence (a Blog, Facebook, and Twitter)

Graphic Designer

Action Printing | Lubbock, TX | August 2008 - November 2008

- Created, modified, and recreated print pieces such as logos, corporate identity packages, advertisements, books, newsletters, direct mail pieces, booklets, and brochures
- Mastered basic prepress preparation including knowledge of concepts such as resolution, pagination, trim, bleed, collection for output, impositioning, and plate-ripping
- Wrote and proofread many of Action Printing's publications and communications including our company newsletter, "canned" e-mail responses, and the essays for our winning entry in the 2009 "Business of the Year" competition sponsored by the U.S. Chamber of Commerce

Education

Bachelor of Art, Multimedia and Graphic Design McMurry University | Abilene, TX | 2004 - 2008