

MICHELLE HANNON

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FOCUS

CAPABLE DESIGN PROFESSIONAL WITH A STRONG BACKGROUND IN DIGITAL MARKETING

STRENGTHS

- ✗ WEB DESIGN & DEVELOPMENT
- ✗ WEB PROJECT MANAGEMENT
- ✗ DESIGN LAYOUT & SITE ARCHITECTURE
- ✗ VISUAL IDENTITY & BRANDING
- ✗ EXPERIENCE IN CREATIVE INDUSTRY & HIGHER ED
- ✗ CONTENT MANAGEMENT SYSTEMS
- ✗ SOCIAL MEDIA & DIGITAL MARKETING
- ✗ TYPOGRAPHY & INFORMATION DESIGN
- ✗ LOGO & BUSINESS DESIGN
- ✗ MAC AND PC PROFICIENT

APPLICATIONS

ADOBE CREATIVE SUITES
MICROSOFT OFFICE SUITE
HTML/CSS/JAVASCRIPT/JQUERY

DREAMWEAVER/VISUAL STUDIO
SOCIAL MEDIA/HOOTSUITE
WORDPRESS/DRUPAL

EMPLOYMENT

2016 - PRESENT

INDEPENDENT CONTRACTOR

AUGUST 2013 - DECEMBER 2015

EMMANUEL COLLEGE

BOSTON, MASSACHUSETTS

INTERACTIVE DESIGN MANAGER

- RESPONSIBLE FOR TECHNICAL SPECIFICATION AND IMPLEMENTATION OF COMPLETE REDESIGN OF COLLEGE'S MAIN WEB SITE, EMMANUEL.EDU, INCLUDING ADAPTIVE MOBILE SITE
- MANAGE ALL ASPECTS OF THE DAILY OPERATIONS OF EMMANUEL.EDU, AS WELL AS PROVIDE SUPPORT FOR SUB-SITES, INCLUDING NETCOMMUNITY, GOECSAINTS.COM & COLLEGE INTRANET
- SERVE AS LEAD INTERACTIVE DESIGNER AND SET DESIGN/PRODUCTION STANDARDS FOR ALL DIGITAL COMMUNICATIONS, INCLUDING THE PUBLIC WEBSITE, EMAIL COMMUNICATIONS, MOBILE COMMUNICATIONS, SOCIAL MEDIA AND INTERACTIVE ADVERTISING
- DEVELOP OVERARCHING STRATEGIES FOR NEW INTERACTIVE WEB INITIATIVES; COLLABORATE WITH AVP ON BUDGETS AND PLANNING
- DIRECT AND OVERSEE INTERACTIVE DESIGNER/DEVELOPER AND WEB PRODUCER
- SET UP GOOGLE ANALYTICS TRACKING AND REPORTING USING GOOGLE WEBMASTER TOOLS
- INTEGRATE SEO METADATA BASED ON GOOGLE ANALYTIC REPORTS TO IMPROVE SITE TRAFFIC & PERFORMANCE
- SERVE AS MARKETING COMMUNICATIONS PRIMARY CONTACT WITH INGENIUX (CMS VENDOR), AND OTHER WEB TECHNOLOGY VENDORS FOR COLLEGE-WIDE SYSTEMS

2010 - JULY 2013

EMMANUEL COLLEGE

BOSTON, MASSACHUSETTS

ASSISTANT DIRECTOR OF WEB COMMUNICATIONS

- PLANNED, DESIGNED AND DEVELOPED STRATEGIC MARKETING WEB/EMAIL CAMPAIGNS & COMMUNICATIONS
- MANAGED WEB PROJECT LIST AND WEEKLY REPORTING
- CREATED, DESIGNED AND EXECUTED THE EMMANUEL COLLEGE INTERACTIVE CAMPUS MAP
- FRONT END WEB DESIGN AND DEVELOPMENT FOR EMMANUEL.EDU, GOECSAINTS.COM & COLLEGE INTRANET
- TRAINED, EDUCATED AND LEAD INTERNS, STAFF & FACULTY ON CMS, LATEST WEB TRENDS & TECHNOLOGIES

2007 - SEPTEMBER 2010

EMMANUEL COLLEGE

BOSTON, MASSACHUSETTS

WEB E-COMMUNICATIONS DESIGNER

- DIGITAL BRANDING AND VISUAL IDENTITY
- FRONT END WEB DESIGN AND DEVELOPMENT OF MICROSITES AND WEB SOLUTIONS FOR COLLEGE INITIATIVES
- DESIGNED INTERACTIVE BANNER ADS, HOLIDAY CARDS, AND SPECIAL EVENT INVITATIONS
- EMAIL BLAST COMMUNICATION DESIGN AND SET UP THROUGH IPOST, DATATEL RECRUITER & OUTLOOK
- CMS USER TRAINING AND EDUCATION
- DEVELOPED, EDITED AND UPDATED EMMANUEL.EDU, GOECSAINTS.COM & COLLEGE INTRANET

2005 - MAY 2007

THE MLS/CLAW™ COMBINED L.A./WESTSIDE MULTIPLE LISTING SERVICE, INC.

LOS ANGELES, CALIFORNIA

WEB/PRINT DESIGNER

- CUSTOM WEBSITES FOR LOS ANGELES AREA REAL ESTATE AGENTS
- INTEGRATED INTERNET DATA EXCHANGE PACKAGES (IDX) INTO AGENT WEBSITES
- LA TIMES WEEKLY ARTICLE DESIGN & LAYOUT
- DESIGNED ALL PRINT/WEB MARKETING MATERIALS, PROMOTIONAL PIECES, & EMAIL BLASTS
- CREATED MLS ONLINE YELLOW PAGE ADVERTISEMENTS
- UPDATED AND MAINTAINED THEMLS.COM

2004 - 2005

ROBEKS CORPORATION

MANHATTAN BEACH, CALIFORNIA

GRAPHIC DESIGNER

- CORPORATE BRANDING FOR FRANCHISES
- PRODUCED NEWSPAPER COUPONS AND MAGAZINE ADS
- CREATED PROMOTIONAL FLYERS & STORE POSTERS
- RESTAURANT MENU BOARD DESIGN AND TAKE AWAYS
- PRODUCT PACKAGE DESIGN

2004 MARCH - AUGUST

BRAND NAME OUTLET

EL SEGUNDO, CALIFORNIA

WEB DESIGNER

- WEBSITE DESIGN
- PRODUCT PHOTOGRAPHY FOR ONLINE BOUTIQUE
- MAINTAINED AND UPDATED WEBSITE LOOK AND INFORMATION
- MARKET RESEARCH FOR ONLINE SHOPPING TRENDS

2001 - 2004

DIGISCOPE

SANTA MONICA, CALIFORNIA

ADMINISTRATIVE ASSISTANT/DESIGN INTERN

- DEVELOPED CLIENT RELATIONS IN PERSON AND ON PHONE
- DESIGNED PACKAGING FOR VHS & DVD VFX DEMO REELS
- PRODUCED FEATURE CREDIT LISTS AND MAILING PIECES

FREELANCE WORK

SEMCASTING.COM - NORTH ANDOVER, MA

- EDITED & UPDATED WORDPRESS SITE & LANDING PAGES, CUSTOM DIGITAL ARTWORK

BROOKSTONE - MERRIMACK, NH

- PRODUCTION ARTIST FOR BROOKSTONE CATALOG, MARKETING MAILER DESIGN

TUFTS HEALTH PLAN - WATERTOWN, MA

- CREATED MULTIPLE NEWSPAPER ADS FOR THE BOSTON GLOBE

DININGIN.COM - BRIGHTON, MA

- DESIGNED POSTCARD MAILERS, AND EMAIL NEWSLETTERS

MILLIONAIRE MATCHMAKER (MILLIONAIRESCLUB123.COM) - MARINA DEL REY, CALIFORNIA

- DEVELOPED CORPORATE IDENTITY KITS, PRESS KITS, NEWSPAPER & MAGAZINE ADS

CONTINUING EDUCATION

2015 COLLEGES OF THE FENWAY - BOSTON, MA

- CERTIFICATE PROGRAM: LEADERSHIP MANAGEMENT TRAINING AND DEVELOPMENT

2013 MASSACHUSETTS COLLEGE OF ART AND DESIGN - BOSTON, MA

- COURSE: DESIGNING AND BUILDING THE MODERN WEB

2006 OTIS COLLEGE OF ART AND DESIGN - LOS ANGELES, CA

- COURSE: INTRODUCTION TO FLASH

EDUCATION

2000 - 2003 THE ART INSTITUTE OF CALIFORNIA LOS ANGELES

SANTA MONICA, CA - BACHELOR OF SCIENCE, GRAPHIC DESIGN

1998 - 2000 UNIVERSITY OF WISCONSIN WHITEWATER

WHITEWATER, WI - MAJOR GRAPHIC DESIGN