

Natalie Denning

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Portfolio site: www.ndenning.com

Information Technology and Marketing Professional

- Experienced, dedicated professional with a diverse background in information technology, graphic design, desktop publishing, editing, and proofreading
- Efficient in the technical aspects of Web design: HTML, CSS, JavaScript, and Flash
- Adept in implementing best practices for site design: Search Engine Optimization (SEO), usability standards, and social media marketing
- Skilled in basic Flash design and best practices for implementing interactivity in Websites

Technical Proficiencies

- HTML, CSS, JavaScript, PHP, XML
- Adobe Dreamweaver, Photoshop, Flash and Acrobat
- QuarkXPress and Adobe InDesign
- Microsoft Word, Excel, PowerPoint, and Publisher
- Search Engine Optimization, Social Media Networking
- Desktop Publishing and Graphic Design
- Public and Media Relations
- Best practices implementation
- Web and Print Content Development
- Basic PC Troubleshooting/Maintenance

Professional Experience

UNITRENDS – Columbia, SC

Technology Company, selling Data Backup and Recovery Solutions

Marketing Representative, 3/2010 to 6/2010 (Temp Contract)

Managed all aspects of Website design and assisted in meeting marketing goals

Selected Accomplishments:

- Managed social media marketing and Search Engine Optimization strategies to drive traffic to the site
- Implemented new forum for customers to ask questions, reducing the number of technical support requests
- Installed new Flash components and other interactive elements to keep visitors on the site longer

SAGECOAST DESIGN – Fayetteville, NC and Columbia, SC

Web Designer, 6/2006 to Present

Took Websites from concept to complete implementation and assisted with other marketing materials

Selected Accomplishments:

- Produced useful and attractive sites for companies and organizations that previously had none
- Revised existing sites to conform to best practices and improve search engine rankings
- Designed and implemented business identity and marketing materials

BELTON HIGH SCHOOL – Belton, TX

English Language Arts Teacher, 10th- and 12th- grades, 8/2005 to 3/2006

COPPERAS COVE HIGH SCHOOL – Copperas Cove, TX

English Language Arts Teacher, 10th- grade, 8/2005 to 6/2005

MEMORIAL BAPTIST CHURCH – Killeen, TX

Administrative Assistant, 12/2003 to 7/2004 (Temp Contract)

Performed general administrative assistant duties and designed marketing materials

TEMPLE DAILY TELEGRAM – Temple, TX

Local daily newspaper with a coverage area spanning several counties

Copy Editor and Weekend City Editor, 12/2002 to 12/2003

Education Reporter, 10/2002 to 12/2002

After covering the education beat for only two months, was promoted to the editors' desk ahead of more experienced reporters. Met a daily news deadline that varied in scope each day. Edited news articles for inconsistencies, correct facts, and objectivity. Assisted in decisions of newsworthiness and importance of stories and assigned articles to reporters.

Education

CAMPBELL UNIVERSITY – Buies Creek, NC

Bachelor of Arts, 5/2002

- Major: Mass Communications | Concentration: Print Media | Graduated Summa cum Laude