

LAURA SEEGER

graphic and web designer/webmaster

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Highly self-motivated and goal-oriented professional committed to a long-term career in computer graphics and web design. Offer over 14-year track record demonstrating design creativity, project management, problem-solving skills, computer proficiency and ability to successfully follow through with projects from inception to completion. Solid knowledge of industry tools; monitor new design and content trends through research and analytics.

EXPERIENCE

Graphic Designer/Webmaster-The Ohio State University

Office of Continuing Education (CEd), Columbus, OH (May 2003 to present)

Create, write and design all print and web materials for department. Work independently and as a team to meet design and marketing needs and deadlines.

- Proposed and created monthly *CEd News* electronic newsletter distributed to over 26,000 recipients. Generate content, write copy and design layout in html. Gather and review analytics following distribution.
- Work as team with and advise CEd staff regarding web and print marketing methods and materials. Participate in on-campus web and marketing groups.
- Webmaster for CEd 290 plus page Internet and Intranet sites. Write and design web content using Dreamweaver, HTML, JavaScript, Flash and CSS. Respond to customer questions and requests submitted to webmaster email.
- Enhanced quality of CEd web site through improvements in architecture, elimination of redundancy, and incorporation of current user-friendly web standards. Independently learned JavaScript in order to incorporate improved navigation bar, animated slide show and other features. Incorporated web videos, surveys and other interactive media. Recently completed third redesign of entire site.
- Provide search engine optimization, initiated tracking of web site statistics (using Google Analytics) and assess web traffic information. Use Google Insight to monitor popular key search words and other data.
- Proposed and created seasonal holiday animated (Flash) eCard distributed to staff and CEd students December 2010 resulting in traffic increases to our home page of 46% the week following distribution and 27% the month following.
- Designed web sites, emarketing pieces, surveys, printed programs and promotional products for CEd conference clients (2003-2010).
- Created informational content, scripting and 3D interior design of two-story building in the virtual world Second Life for marketing purposes.
- Created Facebook and Google Ad accounts. Write ads, analyze data, and initiate payments.
- Proposed and created Intranet web site to promote better internal dissemination of information. Presented and initiated creation of secure interoffice blog to promote communication.
- Write and design emarketing pieces, web sites, logos, brochures, posters, course catalogs, landing pages, web ads, PowerPoint presentations, banners, enewsletters, displays and promotional products for department.
- Serve as office photographer.
- Manage production of all printed projects. Write copy. Create and monitor project timelines to ensure deadlines are met. Maintain university branding guidelines.
- Initiated social media marketing campaign by creating and maintaining departmental presence in Facebook, Twitter, Yammer and LinkedIn. Track usage statistics.
- Film CEd student profile videos. Supervise and assist with creation of videos by part-time marketing intern. Post videos to web and promote via social media.
- Represent and promote CEd at events such as State Science Day, Pelotonia Cycling Fair, Ohio State's Hidden Benefits Fair, and others.

SKILLS

Software:

Access 2010
Dreamweaver CS5
Excel 2010
Fireworks CS5
Flash CS5
Illustrator CS5
InDesign CS5
Outlook 2010
PhotoDVD
Photoshop CS5
PowerPoint 2010
Premiere Pro CS5
Publisher 2010
Studio 10
Visio 2010
Word 2010

Languages:

CSS
HTML
JavaScript
Second Life Script

Operating Systems:

Mac
PC

Additional Skills:

Excellent Communicator
Creativity
Strong Interpersonal Skills
Content Generation
Project Management
Video Creation
Photography
Emarketing

- Create original advertising concepts. Write copy and design layouts for web and print advertisements. Work with advertising representatives to obtain best pricing.
- Consult with printing company representatives to obtain quotes and make sure project specifications and requirements are accurately met. Initiate payments via eRequest.
- Supervise part-time marketing student intern.

Freelance Designer-Seeger Graphics, Part-time Freelance Design Company, Columbus, OH (February 2001 to December 2010)
 Founded company specializing in print and web design, marketing, web content creation, web maintenance, client training in site maintenance, and photography.

Graphics Specialist-Cap Gemini Ernst & Young (now Sogeti), Columbus, OH (December 1998 – November 2001)

Provided graphic design support for entire office, which included layout and design of original PowerPoint sales presentations, web pages, brochures, flyers, calendars, invitations, signs, certificates and more.

- As part of sales team, designed and created sales proposals and presentations to meet client deadlines using Adobe Photoshop, PowerPoint, Visio and Word resulting in increased sales.
- Converted quarterly 16-page company newsletter and monthly calendars to Intranet web pages for 200 employees creating greater accessibility and ability to immediately update information and resulting in an annual savings of \$5,600 per year in printing costs.
- Responsible for layout, design, editing, writing, proofing and maintenance of both web and print newsletter and calendar. Worked with printing company representatives to obtain best price for printed newsletter resulting in a savings of approximately \$4,000 per year.
- Facilitated newsletter committee meetings to plan each quarterly issue. Set deadlines, generated article ideas and assigned authors to topics, enabling publication of the newsletter in a timely and efficient manner.
- Streamlined process of sending employee review forms and updating employee resumes by converting it to electronic process. Saved the company time and mailing costs of sending a paper based review, as well as increasing productivity.
- Served as company photographer to capture photos for company presentations, sales materials, quarterly staff meetings and web pages. Created Intranet employee photo pages.
- Coordinated and designed original PowerPoint presentations, photo board layouts, tent cards and flyers for quarterly staff meetings attended by approximately 200 employees.
- Attended workshops on printing and pre-press, Adobe Photoshop, and newsletter design. Trained in web design.

Other Work Experience Includes:

Administrator-Oklahoma City University Law Review, Oklahoma City, OK (January 1996-May 1997)

Planning Assistant-Space Management and Capital Programs (SMCP), Planning and Design, Office of the Chancellor, University of California, Berkeley, CA (December 1989-April 1992)

Program Assistant-Professional Practice Program, Career & Placement Support Services, Indiana University, Bloomington, IN (April 1985-December 1988)

EDUCATION

Bachelor of Arts:

Bowling Green State University
 Bowling Green, OH
 Spanish Translation (Minor: Sociology)

Additional Training:

- CSS
- Dreamweaver CS5
 - Flash CS5
 - Illustrator CS5
 - InDesign CS5
 - JavaScript
 - HTML
- Various workshops on layout and design
- Photoshop workshops
- Training sessions in Second Life
 - Subscribe to Lynda.com (software training web site)

Memberships:

- National Association of Photoshop Professionals (NAPP)
 - University and College Design Association (UCDA)
 - Ohio Higher Continuing Education Association (OCHEA)
 - University & Professional Continuing Education Association (UPCEA)