

# HOLLY ELLIS

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## QUALIFICATIONS PROFILE

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Highly creative and multitalented **Graphic/Web Designer** with extensive experience in marketing and print design including websites, internet marketing, SEO optimization, social media marketing, brochures, flyers, print ads, and mailers. Strong analytical and technical abilities; strong work ethic; well-developed written and verbal communication abilities and positive attitude; organized, detail- and result-oriented; capable of working independently with minimal direction. Clever and creative problem-solving skills. Passionate and inventive developer of innovative marketing strategies and solutions; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. *Creative experience in the following:*

### WEB

- Web site design
- Search engine optimization
- Social media marketing
- Emarketing

### PRINT

- Brochures and newsletters
- Postcards
- Ads for magazines and newspapers
- Stationery
- Logos and business cards

### PHOTOGRAPHY

- Digital photography
- Photo retouching
- Montages

## PROFESSIONAL EXPERIENCE

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**Heritage Texas Properties**, Houston, Tx, 2001 - January 2009

### Webmaster

Successfully managed web design projects from concept through completion for various divisions of an independent real estate company with 12 offices throughout the greater Houston area & the Texas Hill Country. Worked closely with national real estate service websites to integrate our info onto their websites. Developed first .mobi website for real estate in Texas. Created 3-tier company intranet that converted features to benefits for 300+ agents. Options included personnel database, advertising database for all properties listed by the company, online ordering of business cards, supplies, signs and Marketing materials, access to real estate forms and in-house forms, technology knowledgebase, eCard program for agents to send their own eCards, online bill pay, production database. Maintained citywide email list. Sent regular bulk company emails. Integrated programs with Houston Association of Realtors. Built online photo gallery for 24/7 access for the agents regardless of their location. Performed regular search engine optimization and marketing, social media/blogging.

**Morgan Personette Properties**, Houston, TX, 1995-2001 (*acquired by Heritage Texas Properties*)

### Director of Advertising

Expanded in-house Advertising Department from a one-person department into a five-person department. Oversaw designers in the department. Created design and layout of company Marketing materials for postcards, brochures, newsletters and ads. Built and maintained company website.

## EDUCATIONAL BACKGROUND

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**Associates Degree in Photography, 1988**

Art Institute of Houston

**Bachelor of Fine Arts, December, 1978**

Indiana University of PA

Various non-credit online courses in web-related software/programs and development.

## TECHNICAL PROFICIENCY

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<i>Platforms:</i>	Mac OS 9/10, Windows XP/Me/2000
<i>Applications:</i>	Adobe Acrobat, Contribute, Dreamweaver, Fireworks, InDesign, Flash, Illustrator, PhotoShop; QuarkXpress; Macromedia Freehand; Microsoft Office Suite (Word, Excel, Access, PowerPoint, Outlook).
<i>Software:</i>	Working knowledge of PHP, MySQL, Javascript, Perl, CGI, SSI; basic knowledge of AJAX, ASP, ASP.NET, VB.NET; experience with all versions of Windows (Server 2003, Server 2000, XP), Active Directory, IIS, UNIX/LINUX and Macintosh.
<i>Other Skills:</i>	Email Marketing, Analytics, AdSense, AdWords, Internet Browsers, Website Optimization (including keyword research/selection, meta tagging, search engine submissions, position tracking), FTP, XHTML, CSS, SEO, RSS, Browser Compatibility, ActionScript, WordPress. Knowledgeable with current and emerging Internet marketing strategies including Social Media Marketing/Blogging.