WILL WORK FOR DOG FOOD.org

Web & Graphic Design • Logos • Email Campaigns • Brochures • Snail Mail ●

RESUMÉ for Holly Ellis

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PROFILE

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 includes:

WEB

Web site design

Ecommerce

Search engine optimization

Social media marketing

Emarketing/eblasts

EMAIL TEMPLATES

MailChimp

Constant Contact

PRINT

Brochures and newsletters

Postcards

Ads for magazines and newspapers

Stationery/Letterhead

Logos

Business cards

PHOTOGRAPHY

Digital photography

Photo retouching

Videos

SPECIALTIES:

APPS: WordPress, Acrobat, Dreamweaver, InDesign, Illustrator, PhotoShop, Microsoft Office. **OTHER SKILLS:** Internet marketing strategies including Social Media Marketing/Blogging. Email Marketing, Analytics, Website Optimization, FTP, CSS, SEO, Browser Compatibility. Responsive layouts.

WORK EXPERIENCE

Web Designer / Graphic Designer

Will Work for Dog Food
1996 – Present
Design and develop websites, create custom email campaigns, promote via social media, build/edit custom videos, search engine optimization, logo design, ads, brochures, mailers and postcards.

Web Designer / Graphic Designer

SIRE, Houston Therapeutic Equestrian Center
1997 – July 2015, February 2017 – Present
Created and maintain the SIRE website. Also involved in developing and promoting videos for SIRE, as well as doing graphic design and email campaign projects.

Web Designer / Graphic Designer

Texas Horse Properties
May 2015 – Present
Created and maintain the TxHP website as well as social media promotion and email campaign projects. Continuing development of the project.

Web Developer/Graphic Designer

The Summerhouse
December 2013 – February 2017
Responsible for web development and maintenance, graphic design of newsletters and brochures as well as the design of emails.

Blog

Being Stray
2007 – Present
Being Stray is a blog that brings resources and stories to pet owners. It is a gathering place for people to discuss pet issues with others who have experience and knowledge to share on a myriad of topics and situations. It also provides information gleaned from other sources about changes, advances and options for pet care and assistance.

Web Developer/Graphic Designer & Partner

Day Trippin' Texas
February 2013 – Present
We are creating a unique web experience based around the many small businesses in our many small Texas towns. We promote buying local and supporting Texans through the development of a website where people planning a day trip — or a longer road trip — can go to find these "gems."

Web Designer / Graphic Designer

DAISY Foundation
September 2009 – Present / Alberta, Canada
I am the web designer, blogger and volunteer for the DAISY Foundation in Alberta. The group was founded by a friend. Through the website, we are reaching out to people on issues with regard to animals in need.

ONLINE PORTFOLIO:

WillWorkForDogFood.org

Director of Web Development

Horses4Heroes

September 2010 – December 2012
Horses4Heroes is building a nationwide network of family-friendly, kid-friendly horseback riding facilities and equine-related service providers that support our mission to make horseback riding affordable for, and accessible to the families of the military heroes in our communities. I handle web-related support, build our various websites, develop systems for communications in our facilities across North America, create various graphic presentations and do whatever else needs to be done to promote our mission.

Webmaster

Heritage Texas Properties

March 1995 – January 2009
Developed company intranet to bring company specific and industry specific products to 12 offices. Created .mobi website. Integrated public company website with Houston Association of Realtors mls database. Web maintenance with third party services. Email campaigns. Search engine optimization, social media marketing.

Advertising Director

Heritage Texas Properties / Morgan Personette Properties

March 1995 – January 2009

Brand development. Brand strategies. Company mailers, brochures and ads. Individual agent mailers. Budgets.