

KAREN D. KNEISLEY

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OBJECTIVE

Skilled web manager, designer and wordsmith with more than 10 years of experience seeking related position at an academic institution.

SUMMARY OF EXPERIENCE

Web Content Management and Design

- Creating, posting and updating content and graphics using content management systems, social networking sites, offline applications and manual coding
- Preparing and maintaining extensive online reference and users databases using relational tables
- Marketing digital and print products through e-commerce systems, email lists and banner ad programs
- Employing web metrics, campaigns and SEO; analyzing tracking statistics; adjusting content and features to increase viewership and ensure continued ROI
- Implementing website concepts, designs and interfaces with Director of Marketing, CFO and web development team

Graphic Design

- Preparing and converting photographs and other graphics for print, web and crossover
- Designing and composing print and web layouts
- Implementing visual identity systems

Editorial

- Writing news releases, catalog descriptions, promotional copy, email marketing and reference materials
- Proofreading and fact checking

Technical Support / Customer Service

- Providing internal office support including software and application training and advice; hardware installation and troubleshooting; and technology purchase decisions
- Managing end user web interface, upper-tier customer support and email opt-in programs
- Ensuring success of e-commerce transactions

COMPUTER PROFICIENCIES

- At ease on Mac, Windows platforms
- Solid knowledge of HTML, CSS; familiarity with Javascript and PHP
- Extensive applications background: Adobe Creative Suite (PhotoShop, DreamWeaver, InDesign, Illustrator), MS Office (Sharepoint, Word, Excel, Access, Outlook), Open Source (OpenOffice, WordPress, Joomla, Google API), Web Trends (Google Analytics, Google Optimizer, Google AdSense, AWStats)
- Practical grasp of Web 2.0 functionality, including forums, blog commenting, and social networking sites
- Hands-on experience with hardware, software, peripherals installation
- Demonstrated aptitude for problem solving and acquisition of new technical skills

EDUCATION

Ohio State University

Bachelor of Fine Arts, 1986

Graduate coursework, 1990-1991

EMPLOYMENT HISTORY

The Lincoln Electric Co.

Web Production Specialist

February 2010 - present

Freelance / ManipadmeDesigns.com

Various clients including Random House, Black Dog Leventhal, Shaker Heights League of Women Voters

Photographic Editor, Graphic Designer, Website Designer

1990 - present

Kovels Publications / Kovels.com / Antiques, Inc.

Shaker Heights, Ohio

Photographic Editor and Web Content Manager

January 1996 - February 2010

National Heisey Glass Museum

Newark, Ohio

Curator and Registrar

March 1993- December 1995

Columbus Museum of Art

Columbus, Ohio

Public Relations Assistant, Publications Coordinator

August 1987- August 1991

Online Computer Library Center (OCLC)

Dublin, Ohio

Retrospective Catalog Converter

August 1986- August 1987

Ohio State University

Columbus, Ohio

Work Study Program

References are available upon request.

Brief portfolio available on ManipadmeDesigns.com.