



Jeannette Owens

jeannetteowens.com

Web Developer
Graphic Designer
Visual Communicator

Strengths

Experienced
Goal Oriented
Performance Driven
Strategic Planner
Attention to Detail

Skills

Programs

Adobe Creative Cloud Suite:
Dreamweaver, Photoshop,
Illustrator, InDesign, Acrobat, XD

Google: Analytics, Data Studio,
Webmaster, Adwords, Tag Manager

Jira Atlassian
GitHub
Microsoft Office Suite

Coding Languages

Advanced HTML5
Advanced CSS3 and LESS
Basic PHP
Basic JavaScript
Basic XML
Basic ColdFusion
Basic Angular
MySQL
FTP

Platforms and Frameworks

Bootstrap
Mura CMS
Zen Cart
Wordpress
Asp.Net
Channel Advisor

Media

Photography
Social Media Web Integration
Search Engine Optimization

Experience

Sinclair Community College • May 2014 – Present

(937) 512-3000 • 444 West 3rd Street – Dayton, Ohio 45402

► Marketing Manager of Web Development • February 2018 – Present

- Leading and developing the design, direction and content of Sinclair's public facing and enrollment websites consistent with the college's enrollment strategy and different audience needs; leading and developing specific digital marketing and advertising campaigns, including web campaigns, online display, paid search, search engine optimization, and new emerging web medias.
- Oversee team work and project requests; ensuring quality, accessibility, and brand standards; Overseeing www.sinclair.edu web governance and content editor requests.
- Researching, analyzing, and reporting outcomes of digital marketing and communication strategies and campaigns; Researching and implementing new web-based technologies and solutions for digital marketing and website needs.

► Marketing Web Developer • May 2014 – February 2018

Project lead to maintain Sinclair's main public facing website www.sinclair.edu;

- Developed user-centered strategy, vision, goals and web standards.
- Designed Bootstrap mobile responsive website skin, components, API Social Media integration and the basic HTML5 elements CSS3 styles for interior content pages.
- Implementation of Sinclair's first web governance workflow and lead on final review.
- Create and provide Mura CMS and training for over 120 content editors.
- Maintain site quality by periodically checking and fixing any errors or concerns with SEO, accessibility, usability, and browser compatibility.
- Create marketing campaign landing pages as needed and improve landing page optimization using Google Analytics, providing campaign reports in Data Studio.
- Provide recommendations periodically for website improvements and strategy.

Support IT Application Development with CSS coding and graphics as needed, including logos, icons, custom art and photography.

Designed and coded skin for an QR code event attendance application (HTML5, CSS3, JavaScript).

Designed, coded and implemented the President's Sinclair Strategy website strategy.sinclair.edu;

- Including HTML5, CSS3, JavaScript, API integration with Social Media.

Designed and coded the marketing HTML email template for new student enrollment communications and advertising campaigns.

Designed new student and employee portal skin and inside applications using Angular, XML, Bootstrap, JavaScript and LESS my.sinclair.edu

Centerville Coin & Jewelry Connection • June 2009 – December 2013

(937) 436-3003 • 38 West Franklin Street • Centerville, Ohio 45459

► Graphic Designer and Webmaster

Design and code multiple websites (e-commerce, event and promo sites).

Manage and update website code and content.

Oversee website security and Payment Card Industry Data Security Standards (PCI DSS)

Oversee website shipping service integration to UPS, FedEx and USPS

Provide customer support for website use, including live chat feature.

Create graphics for online and print advertising.

Create graphics and HTML code for email marketing campaigns.

Manage paid search advertising and comparison search engine feeds.

Social Media marketing development and app management.

Wordpress blog creation.

Branding for other sales channels (eBay, Amazon, Etsy, Buy.com, Newegg, Sears).

Design, manage and update sales graphic collateral.



Jeannette Owens

jeannetteowens.com

References

Available upon
request.

Vocalink Language Services • August 2013 – November 2013 / May 2008 – December 2008

(937) 223-1415 • 405 West First Street, Unit A • Dayton, Ohio 45402

► **Freelance Graphic Designer**

Create cohesive brand image; develop brand standards and maintain.
Design, manage and update collateral marketing materials.
Create graphics for client presentations and trade shows.

Digital Stationery International • January 2008 – January 2010

(937) 434-3267 • 624 Enid Avenue • Kettering, Ohio 45429

► **Graphic Designer**

Create email stationery banners consistent with client brand and messaging.

Cox Media Group • December 2008 – March 2009

(937) 225-2050 • 1611 South Main Street • Dayton, Ohio 45409

► **Intern Online Department**

Design online concepts to improve preexisting webpages and implementation.
Coding HTML, CSS, flash and JavaScript.

Education

Google Adwords and Google Analytics – Online Advertising & Metrics Social Media – Substance vs. Spam

► **Sinclair Community College • June 2011**

444 West 3rd Street – Dayton, Ohio 45402
(937) 512-3000

Microsoft Excel 2007 Basics and Excel 2007: Beyond the Basics

► **Fred Pryor Seminars Career Track • August 2010**

Crowne Plaza, 33 East 5th Street – Dayton, Ohio 45402
www.pryor.com

Associate of Applied Business in Advertising Art

Dean's List – 94.8 GPA

► **School of Advertising Art (Now named The Modern College of Design) • August 2007 – May 2009**

1725 East David Road – Kettering, Ohio 45440
(937) 294-0592

Bachelor of Fine Art – Studio Concentration in Fine Art Painting

Graduated Magna Cum Laude
Summer Ambassador Program
Study Painting & Art History Abroad in Italy

► **Wright State University • August 2003 – June 2007**

3640 Colonel Glenn Highway – Dayton, Ohio 45435
(937) 775-3333