

# JACQUELINE M. SYLVIA

(508) 992-0234 228 Dawson Street  
jsylvia@jacquelinesylvia.com New Bedford, MA 02745

WEB PORTFOLIO <http://www.jswebsolutions.com/website-samples/>

## OBJECTIVE

A position as a Website Master/Designer requiring professional execution of projects, excellent communications, problem solving and planning skills.

## QUALIFICATIONS SUMMARY

- ♦ A highly creative, goal oriented professional with solid web publishing and marketing experience.
- ♦ Hands-on experience in developing, creating, customizing, and implementing responsive website designs, including use of HTML, CSS, WordPress, ecommerce platforms, creating custom graphics, addressing cross-browser issues and instructing technical support teams.
- ♦ Proven track record for implementing marketing and communications programs.
- ♦ Accomplished facilitator able to coordinate multiple projects internally and with outside vendors.
- ♦ Efficient manager able to direct team members of all levels to focus in accomplishing immediate tasks and achieving long term goals.
- ♦ Experience writing and producing all types of graphic media, including websites, marketing collateral, direct mail, invoice inserts, price sheets, brochures, newsletters and presentations.

## PROFESSIONAL EXPERIENCE

### JS WEB SOLUTIONS

- New Bedford, MA

Nov. 1999 - Present

#### **Proprietor, Website Designer, Marketing Specialist**

Owner and operator of this small business with an extensive and diverse client portfolio that provides website design and hosting. In charge of all aspects of website development, including needs analysis and quotes, design and construction of websites and ecommerce shopping carts, content development, graphic production, writing copy, site maintenance, developing tutorials and uploading to host server. Additionally, handle all business operations including sales, cost assessments, advertising, promotions, office management and accounting. Visit <http://www.jswebsolutions.com>.

### NEWCOURT FINANCIAL (FORMERLY AT&T CAPITAL)

- Westboro, MA

Oct. 1996 - Sept. 1999

#### **Marketing Specialist, Intranet Developer**

In charge of comprehensive overhaul and maintenance of Office Products Division Intranet website, including developing site objectives, graphic design, HTML editing, compiling and writing site content, uploading to server and coordination with MIS on technical issues. Worked with Vice President of Marketing and Product Marketing Director on developing and implementing marketing initiatives, visuals for presentations and marketing collateral. Provided concept and copy for communications and promotions. Developed, maintained and managed 80,000+ record Microsoft Access customer database used for target market analysis, direct mail marketing and promotions.

### JOHNSON & JOHNSON PROFESSIONAL, INC.

- Raynham, MA

May. 1992 - Sept. 1996

#### **International Marketing Coordinator, Orthopedic Division**

#### **Marketing Coordinator, Neuro/Spinal Division**

Responsible for coordination of marketing projects and communications in support of multiple Marketing Directors. Prepared and produced marketing collateral, field sales communications and presentations.

## SKILLS

Highly computer literate and proficient in a number of programs and web related services including:

- ♦ HTML & CSS
- ♦ WordPress (custom)
- ♦ Miva Merchant, PayPal, Shopify, web.com and other ecommerce platforms
- ♦ Adobe Creative Cloud
  - Dreamweaver
  - Photoshop
  - Illustrator
  - Acrobat Pro
- ♦ Constant Contact / Mail Chimp
- ♦ MS Word / WordPerfect
- ♦ MS Excel / WP Quattro
- ♦ MS PowerPoint
- ♦ MS Publisher

Hands-on working knowledge of:

- ♦ JavaScript
- ♦ PHP
- ♦ Bootstrap
- ♦ jQuery
- ♦ MySQL

## EDUCATION

UNIVERSITY OF MASSACHUSETTS AT DARTMOUTH - Dartmouth, MA

June 1986

Bachelor of Science, Marketing

Highest Distinction

G.P.A. 3.90/4.00

Dean's List

Class Rank 11th of 1,195

Have also attended numerous workshops and seminars on web development, software programs, graphic design and business management.

## REFERENCES

References will be furnished upon request.