

# JACQUELINE SYLVIA

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## QUALIFICATIONS PROFILE

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Highly experienced Web Designer, Developer, and Project Manager with a valuable combination of creative, technical, and marketing talents to deliver comprehensive support for client and organizational goals. Long-term background in web design, development, and publishing, augmented by strong HTML/CSS and technical expertise to oversee all aspects of projects on time and within budget. Exceptional collaboration and leadership skills; able to deliver training and supervision to build high-functioning technical teams. Available for full time, temporary, and contract work.

### *Areas of Emphasis*

- Full Life Cycle Project Management
- Cutting-Edge Graphic Design
- Web Usability Best Practices / UX
- Responsive Web Design
- SEO and Analytics Tracking
- Social Media Strategies
- E-Commerce Implementation
- Marketing/Communications Programs
- Content Development
- Direct Mail/Brochures/Newsletters
- Custom Graphic Production
- Staff Leadership and Training

## SELECTED PROJECTS

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### **Schumacher Companies**

<http://www.dschumacher.com/>

### **Lantz Family Insurance Agency**

<https://www.lantzfia.com/>

### **Nick Moniz Electrician | NME Surveillance**

<https://www.nickmonizelectrician.com/>

### **Allergy & Asthma Centers of Rhode Island**

<https://www.allergyasthmacenters.com/>

### **Best Plumbing Supply, Inc.**

<https://www.bestplumbsupply.com/>

### **HSW Counseling LLC**

<https://www.hswcounselingllc.com/>

## PROFESSIONAL EXPERIENCE

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JS Web Solutions, New Bedford, MA

### **Web Designer / Marketing Specialist, 1999 – Present**

Founded and manage all creative and marketing functions for this small web design and hosting company. Oversee all facets of web development for clients across a broad range of industries. Collaborate with clients to identify needs and interests, and design and construct websites and e-commerce shopping carts in accordance with budgets and schedules. Write comprehensive project proposals for clients. Manage content development and graphic production. Upload sites to host servers and perform site maintenance, including completing or overseeing security updates. Additionally responsible for managing sales, advertising, accounting, vendor relationships, and all other business management functions. Lead technical support teams.

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- Solely responsible for developing and designing hundreds of websites for a diverse client base, delivering projects on time and within budget.

## PRIOR PROFESSIONAL EXPERIENCE

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### **Marketing Specialist/Intranet Designer**, Newcourt Financial, Westboro, MA

Charged with leading the comprehensive overhaul of Office Products Division intranet website. Determined site objectives, oversaw all graphic design, HTML editing, and content writing. Developed, maintained and managed 80,000+ record Microsoft Access customer database used for target market analysis for direct mail marketing and promotions.

### **Marketing Coordinator**, Johnson & Johnson Professional Inc., Raynham, MA

Served as International Marketing Coordinator for the Orthopedic Division and as Marketing Coordinator in the Neuro/Spinal Division. Coordinated projects, produced marketing collateral and presentations, and supported the needs of numerous marketing directors.

## EDUCATION & TECHNICAL SKILLS

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### **Bachelor of Science in Marketing**

University of Massachusetts at Dartmouth, Dartmouth, MA  
*3.9 GPA; Dean's List, Highest Distinction*

### **Technical Proficiency and Hands-On Experience**

- WordPress-Custom Designed
- E-Commerce Platforms
- Constant Contact/MailChimp
- Google & Bing Web Tools
- Social Media Marketing
- Adobe Creative Suite including:
  - Photoshop
  - Dreamweaver
  - Illustrator
- MS Office Suite
- CSS/HTML
- Bootstrap
- MySQL
- PHP/ASP
- JavaScript/JQuery