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## Web Content Specialist Resume

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### Job Objective

To use my skills, training and experiences to secure a position as a Web Content Specialist with a reputable company in the business.

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### Highlights of Qualifications:

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- Huge experience in website development and maintenance
  - Ability to create, modify and optimize web page graphics and layouts
  - Proficient with content management systems, Dreamweaver, HTML, XHTML, JavaScript and CSS, XML, RSS and PHP
  - Excellent oral and written communication skills
  - Excellent data entry skills
  - Ability to work well in a team oriented environment
  - Ability to adhere to pre-existing guidelines and standard operating procedures
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### Professional Experience:

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Web Content Specialist  
Pall Corporation, North Naples, FL  
May 2006 – Present

- Established and administered the standard micro-sites to support product launch and other promotional activities.
- Developed and managed the impersonate accounts used by employees to access the producer-facing websites.
- Worked with the sales desks/phone units in resolving producer access problems.
- Collaborated with the App Dev area to design and applied website improvement and new marketing tools.
- Worked with the testing of periodic Ektron CMS platform upgrades.

Web Content Specialist  
Affiliated Computer Services, North Naples, FL  
March 2003 – April 2006

- Established and maintained the content for First Financial's Web presence.
  - Evaluated the Web projects and strategies across all lines of business.
  - Monitored and addressed the site metrics.
  - Managed online marketing initiatives including email newsletters and site promotions.
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### Education:

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Bachelor's Degree in Computer Applications  
Loyola Marymount University, Los Angeles, CA

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