

experience

Webmaster— December 2016 to June 2019

Nichols College, Dudley, Massachusetts

Managed the redesign of nichols.edu, and maintained the content. Managed approximately a dozen WordPress sites, half of which I built. Implemented new portals for registered students and newly enrolled students. Set up Google Analytics for a variety of departments and provided them with reports on website activity. Experience with Craft CMS, ExpressionEngine, Google Analytics, Google Tag Manager, SharePoint, Blackbaud NetCommunity, HTML, CSS, WordPress, 25Live, and Office 365.

Marketing Liaison— August 2013 to September 2015

Web and Digital Asset Specialist— August 2000 to August 2013

Mount Wachusett Community College, Gardner, Massachusetts

Designed and maintained the college web site, and developed new sites and pages. Built and maintained online shopping cart for class registration. Photographed people and events for use in college publications. Produced print and web versions of the Noncredit Course Catalog. Developed online ads using Photoshop and Flash. Cataloged, archived, and administered the MWCC photo collection. Produced online ads via Facebook and Google AdWords.

Experience with Photoshop, Dreamweaver, InDesign, Illustrator, Acrobat Professional, Quark XPress, HTML, CSS, WordPress, Facebook, YouTube, Flickr, Constant Contact, Google Analytics, 3dcart, and Microsoft Office.

Partner/Photographer— October 1996 to September 1997

John Ferrarone Photography, Worcester, Massachusetts

Actively involved in all aspects of photography for commercial clients. Photographed products and people for use in advertising and public relations applications. Designed, generated, and implemented promotional mailings.

education

Bachelor of Arts Degree in Visual Media and Design, May 2009

University of Massachusetts, Amherst, Massachusetts

Courses taken: Photojournalism in the Digital Age, Digital Media: Still Image, Internet Marketing, Online Journalism, Writing About Experience.

Associate of Science Degree in Computer Graphic Design, May 2000

Mount Wachusett Community College, Gardner, Massachusetts

Courses taken: Electronic Illustration, Computer Graphic Design, Digital Imaging, Web Design, and 2-D Design. Proficient in Photoshop, Illustrator, Quark XPress, and Dreamweaver. Graduated with highest honors at 3.94 GPA.

Certificate in Photography, June 1987

Hallmark Institute of Photography, Turners Falls, Massachusetts

Courses included: portrait and product photography, black-and-white developing and printing, color printing, aerial photography, advertising, marketing, public speaking, negative and print retouching.

awards

National Council for Marketing and Public Relations (NCMPR) District 1 Silver Medallion Award Winner, Website Design- Fall 2011

NCMPR District 1 Bronze Medallion Award Winner, Photography - Fall 2011

NCMPR District 1 Bronze Medallion Award Winner, Photography — Fall 2008

NCMPR District 1 Bronze Medallion Award Winner, Electronic Media— Fall 2008

NCMPR District 1 Silver Medallion Award Winner, Website Design— Fall 2004

*1st, 2nd, and 3rd Place, Rising Stars in Photography; 2nd Place and Merit, Rising Stars in Design- June 2000
Mary T Holland Awards, The Ad Club of Greater Worcester*