

LEANNA HOSKINS

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WEB DEVELOPER – GRAPHIC DESIGN - MARKETING SPECIALIST

Web Developer and Internet/Social Media Marketing Specialist seeking a permanent or contract position that utilizes my skills in Web Content Development and Management, also proficient in SEO, Internet Marketing, Graphic, Web and Information Design. To be part of a group that places a high priority on teamwork, ethics, commitment, initiative, customer, staff and client relations.

QUALIFICATIONS SUMMARY

Internet Professional proficient in website/blog development, graphic design, social media marketing, (Facebook, Myspace etc) and print design. Strong research skills, business strategy where it relates to information design as well as writing and editing content. Proven web development and client relationship track record, (start-ups, small and large business and non-profit sector) including an outstanding ability to manage multiple projects within deadline parameters while capable of detail-oriented design work.

QUALIFICATIONS

Major areas of training include; Multimedia Applied Technologies, Project Management, Microsoft & Adobe Certified, Graphic and user interface design, including marketing; both online and offline traditional methods.

Background in journalism (content development, copywriting & editing)

Experience in working with the non-profit sector, (developing websites and marketing strategies as well as volunteering personal time in the community.

Ability to learn software programs quickly, skilled at client training and troubleshooting

Strong communication and negotiation skills

Highly creative, Web Development, SEO Graphics & Print Design

Self-starter and motivated team player

Proficient in conducting research in all areas of business development/marketing, writing

Excellent leadership abilities; able to coordinate and direct all phases of project-based efforts while managing, motivating, and leading project teams.

SOFTWARE SKILLS

All Microsoft Office Suite/Products, Access, Excel, Word, PowerPoint, Publisher, MS FrontPage

Adobe CS (Macromedia: Macromedia Director, Freehand, Dreamweaver MX, FlashMX, UItaDev, & Basic Flash Skills), Adobe Photoshop, Adobe ImageReady, Adobe Illustrator, Adobe Premiere, Adobe Live Motion, Adobe Acrobat, Adobe Distiller, PaintShopPro

Microsoft Publisher, Quark Express, 3DstudioMAX, Fractal Design Painter, Avid Media Suite Pro, Net Objects Fusion & Team Objects Fusion 5.0

Handcoding: Notepad, Boxer Text Editor for hand coding of CSS, XML, HTML and JavaScript

AVID sound/film editing software,

Content Management Software (Joomla, Mambo)- Web Blogs (WordPress & various)

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Website tools (message boards, live chat, site search engine, polls, surveys, password protected directories, photo galleries, POP3 mailboxes, web based mail, auto responders, mailing list manager)

Detailed traffic statistics & analytics (Webtrends etc)

E-commerce shopping carts (Xcart, VirtueCart, Zen Cart)

Platforms: UNIX/Linux; Windows 95/98/Me; Windows VISTA/XP/NT/2000; Macintosh; DOS;

Certifications: Multimedia Applied Technology, Web Design,, Graphic Design; MSCE + Internet, Adobe Certified, ACE; Oracle DBA (ongoing)

Authoring Languages: XHTML/HTML, CSS – Cascading Style Sheets, Visual Basic Script for ASP (limited), Basic SQL. PHP

QUANTITATIVE SKILLS

Web design & development, implementation and maintenance from project start to finish

Software configuration, including preference files, cache settings, proxies, import and export settings, along with upgrades and maintenance

Knowledge of PC setup and installation (Systems Administration,) as well as various peripherals, data entry, and file updating.

Executive Liaison/Assistant

Experienced in online training (CBT), CRM,

Developing & designing all corporate marketing collateral (for print: brochures, flyers, ads, billboards, car wraps, business cards & letterhead)

Network Administration: Windows 2000 Small Business Server, Windows 2000 Server, Windows XP Professional, Internet Information Server 5.0, Microsoft Windows network client/server installations

PROFESSIONAL EXPERIENCE

Freelance Consultant- Free Spirit Media Vancouver, BC Canada 1994 – Present

Web Development - Graphic Design – Project Manager – Marketing Consultant – (SEO, Direct & Internet)

Independent contractor specializing in: web development, Internet Marketing and Senior Project Management. Some contracts included supplying backend e-commerce solutions, extensive target market research, and permission-based email marketing and customer relationship management.

Design, developed and on-going maintenance of several web development projects.(over 350) Sites included are real estate, mortgage brokerage firms, travel industry, eco-tourism, environmental, health and personal fitness, e-cards, lotteries, photography, wildlife rehabilitation, astrology, print brokerage, helicopter sales, hospitality, pet and customer service related.

Coordinated email marketing campaigns and newsletters, administer fund raising campaign and several online message board communities

Non- Profit Sector- Volunteer as Webmaster for animal welfare, women's groups and other non-profit organizations.

Also worked as a consultant within the Direct Marketing arena as well as contributed to projects with various start-ups, established IT companies and software developers helping to brand and market their products. (permission-based email marketing, sales channel marketing, in-depth market research, list management, direct & internet mail campaign management, investor relations software, copywriting and web content development.)

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WSi Interactive Inc. Vancouver, BC Canada

01/2000 - 12/2000

Senior Project Manager – Direct Marketing Manager – Targetpacks.com

Senior Project Manager – FlashCandy.com

At this Internet incubator company I re-designed, planned and led this and other projects into their official worldwide launches. My duties included market research, writing the business and marketing plans, profit and loss financial statements and organizing a pool of writers and journalists for online content sales.

Online Greeting Card Company developed for worldwide email list acquisition. I organized and worked with a team of talented graphic artists, animators, web development specialists, and programmers to offer some of the most entertaining email greeting cards online.

Lerosia Lingerie, Vancouver, BC Canada

1992 – 1998

President/Owner/Director

Lerosia Lingerie Inc. was my own venture that I researched, developed and marketed after realizing the demand for this market niche. This company was the start of my web development career. I designed high-end lingerie for larger women via mail order and the Internet. I was assigned one of the first online e-commerce merchant accounts from The Royal Bank of Canada. This undertaking also offered me the opportunity to mentor and produce training programs for women considering their own start-up ventures. I sold the designs and company in 1998 to a large US-based retailer.

EDUCATION AND CREDENTIALS

Oracle, NYU, BCIT-CBT-UBC, Microsoft, Adobe, Sessions.edu, Net Objects Fusion 1995 – Ongoing

Advertising Design, Information Design, Branding & Identity, Logo Design

Adobe Certified: Photoshop, InDesign, Illustrator and all products under the Adobe umbrella (I update as my skills regularly)

Advanced Web Design - Skills include Macromedia Director & Dreamweaver, JavaScript, Adobe Illustrator & Photoshop & QuarkXpress

Project Management,

Microsoft MCSE + Internet (Windows 2000/XP)

Net Objects Fusion v4.0 Complete Web Development Suite

Oracle DBA (still in process)

Vancouver Film School – Vancouver, BC Canada

1996

Multimedia Applied Technology

Graduated September 1996, completing full-time diploma program

British Columbia Institute of Technology – Vancouver, BC Canada

1984 -1990

Business Administration, Marketing

Six years of various Business, sales and marketing courses

Vancouver Community College – Vancouver, BC Canada

1992 -1993

Hotel Restaurant and Hospitality Management

Graduated with a diploma in Hotel, Restaurant & Hospitality Management. (American Hotel Association Degree)

Langara College – Vancouver, BC Canada

Pre 1990

Graduate- Journalism Program