

Tracy A. Callahan

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Summary

An experienced web designer with eight years of experience in designing logos, web sites, e-commerce applications, and e-mail broadcasts in industries such as higher education and high-tech. Diverse skill set includes web and print design, animation, e-commerce, scripting, and database integration.

Technical Skills

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|--|---|
| Web & Graphic Design Tools: | Adobe Photoshop, Illustrator, Acrobat, Dreamweaver, Flash, Microsoft Front Page |
| Internet Languages, Systems, Applications: | Hand-coding HTML, XHTML, DHTML, CSS, ASP, JavaScript, CGI, SSI, FTP, PHP, MySQL, XML, DNS, payment gateways, e-commerce applications, Yahoo! Store, domain registration, SEO, Pay-Per-Click Bid Management, GIF animators, cPanel |
| Operating Systems: | Windows, PC, UNIX |
| Software/Other Tools: | Microsoft Word, Excel, Outlook, PowerPoint, Access, Lyris Mailing List Manager, Constant Contact Email Manager, SCALA |

Professional Experience

NORTH SHORE COMMUNITY COLLEGE, Danvers, MA

2005 - Present

Staff Assistant, Marketing/Public Relations

Web and e-mail design and management

Design, manage, distribute and analyze regular e-mail campaigns via Constant Contact. Design web site related graphics and images for the College's Home page, and various other pages. Maintain departmental web pages on the NSCC web site: Faculty Departments, Alumni & College Relations, Development, Public Calendar, Corporate Education and College Events.

Print and publication design

Design regular newspaper advertisements for upcoming classes and College events. Develop, create and manage Marketing materials for the College including flyers, brochures, banners and posters.

GANN ACADEMY, Waltham, MA

2005 - Present

Webmaster

Maintain regular updates on the Gann Academy web site at www.gannacademy.org. Perform web page development, Flash development, graphic design, and coding of the dynamic web pages written in ASP and SQL. Communicate regularly with all Departments of the high school to ensure that the web site is current and informative.

TAC WEB DESIGN, Salem, MA

1999 - Present

Owner/Webmaster

Own, operate and manage a full-service web design firm providing logo design, web design, e-commerce, animation, and e-mail broadcasts for individuals and businesses. Contribute to marketing efforts of large and small organizations with e-mail broadcasts and search engine optimization.

NET ATLANTIC, INC, Salem, MA

2000 - 2005

Internet Services Administrator

Managed, directed and trained the web development team and delegated responsibilities on a daily basis. Wrote web development proposals and handled project budgeting. Performed web and logo design, e-commerce, maintenance and hand-coding of web sites for large and small organizations including CVS Pharmacy, American Academy of Podiatric Practice Management and The Northeast Center for Healthy Communities. Designed and managed e-newsletter campaigns, performed web programming using CGI and PHP, e-commerce development, debugged HTML code, managed pay-per-click search engine bid management and performed on-going search engine submission.

Domain Registrar

Registered new domains, initiated web hosting set up on servers, transferred existing registered domains to the servers using DNS information, and facilitated domain mappings.

Marketing

Designed and developed marketing flyers, brochures, cover letters, coupons, space ads, banner ads and various marketing packages. Developed and organized mail merges for several mailings, and maintained the databases. Managed the print production, postage, and mailing facilitation.

Human Resources

Scheduled interviews and performed follow up communication with prospective applicants. Conducted first and second interviews. Developed and managed job listings, and organized advertising with a variety of newspapers, career centers and online job agents. Collaborated with a local college to participate in a co-op program for interns.

Other
Professional
Experience

CLARK UNIVERSITY COMPUTER CAREER INSTITUTE, Woburn, MA

2000 - 2001

Career Services Coordinator

Worked collaboratively to develop and coordinate the career services programs and placement services for Continuing Education Division. Designed program materials, developed newsletters, assisted with training, provided outreach and resume support services utilizing the Internet.

FAMILY CONTINUITY PROGRAMS - THE S.A.I.L. PROGRAM, Beverly, MA

1998 – 2000

Counselor/Case Worker/Advocate

Handled problem-solving and crisis management involving teens within a residential setting. Coordinated services, provided advocacy and counseling.

Education

Certificate in Web Development

2004 - present

North Shore Community College, Danvers, MA

Enrolled in a credit certificate program to strengthen current skills, and learn new software and programming languages. Anticipated courses include Advanced Flash, Database Development and Java.

Certificate in Web Page Design

2000

North Shore Community College, Danvers, MA

Bachelor in Social Work
Salem State College, Salem, MA

1998

- Minor Concentration in Business Administration
- Member of the Alpha Delta Mu Honor Society

Associate in Business
North Shore Community College, Danvers, MA

1996

Professional
Seminars

Train The Trainer

Microsoft Corporation/Clark University Computer Career Institute, Framingham, MA

Total Quality Management

Clark University Computer Career Institute, Framingham, MA

Online portfolio available for viewing at: www.tacwebdesign.com/portfolio.html