

ALEJA ESTRONZA

WEB PUBLISHER | GRAPHIC DESIGNER COMMUNICATION SPECIALIST | EMAIL DEVELOPER

A visionary and articulate Website and Graphic Designer with more than 9 years of experience in web and graphic design, publishing, and web development who can take projects from concept to design to publishing. Adept in a fast paced environment with proven ability to meet aggressive deadlines for dynamic, branded, commercial B2B and B2C websites.

BROCHURES | BUSINESS CARDS | CORPORATE BRANDING | EVENT BANNERS | FLYERS | LOGO DESIGN | POST CARDS
CSS | EMAIL | HTML | SOCIAL MEDIA | WEB BANNERS | WEB DEVELOPMENT | WEB MAINTENANCE

CAREER HISTORY

BRISTOL-MYERS SQUIBB (TEKSYSTEMS) Plainsboro, NJ | **November 2014 to Present**

SENIOR INTERACTIVE EMAIL DEVELOPER

Create external emails in a marketing agency environment for various ISP's using HTML and inline CSS to aid in marketing efforts for sales conferences, new drug materials, internal marketing to the sales reps, presentations on doctor's visits, providing digital aids on (sales) tablets and other devices.

Design/Development Tools: Acrobat Professional, Cornerstone, Dreamweaver, Exact Target, HTML and CSS, InDesign, MS Word, MS Excel, Photoshop, MAC environment, VMWare

SIGNATURE DESIGNS Browns Mills, NJ | **January 2004 to Present**

OWNER/LEAD DESIGNER

Assist business clients in converting their ideas into effective marketing tools for both print advertisement and web design. Develop prototypes to present development/design ideas to clients for web and print projects. Customize websites using HTML and CSS from concept to hosting offering prototypes. Support and maintain client websites with up-to-date information. Online portfolio:

http://signaturedesignz.com/new_portfolio/, with client sampling to include:

Deborah Heart & Lung Center – Maintain and keep web site updated and fresh with up-to-date information using HTML and CSS. Edit and optimiz pictures for web use using Photoshop. Design marketing materials using Illustrator and InDesign.

Bronx County Dental Society – Maintain and keep web site updated and fresh with up-to-date information using HTML and CSS. Edit and optimiz pictures for web use using Photoshop.

L'il Angels Consignment – Redesigned branding identity to be used in all graphic and web marketing materials such as web banners, t-shirts, banners, postcards and website by using Photoshop, Illustrator, Indesign, and Acrobat Pro. Consult in best marketing practices that support their identity. Optimize images in Photoshop use on web or print materials. Update website using HTML and CSS supported by their host provider. Currently Working on redesigning market materials that fit their new branding identity using Photoshop, Dreamweaver, Illustrator, InDesign, Acrobat Pro, and Microsoft Word.

Psychic Treasures Unlimited – Consult in best marketing practices that support their branding identity. Design marketing materials such as web banners, letterhead, gift certificates, service cards and flyers using Photoshop, Illustrator, Acrobat Pro, and Microsoft Word. Redesigned and trained customer on how to make minor updates to their website through the host control panel. Update website with YouTube video when needed on services, interviews, etc. as well as make content updates using HTML and CSS supported by their host.

French Touch Image Consulting – Create, design and develop all marketing materials for web presence for a new start up business using Fireworks, Photoshop, ImageReady, Flash and Dreamweaver. Consult in best marketing practices that support their identity. Maintain and keep web site updated and fresh with up-to-date information, as needed using HTML and CSS. Setup their domain, and host that fit their budgeting. Edited and optimized pictures for web use using Photoshop.

Design/Development Tools: Acrobat Professional, Adobe Suite, Dreamweaver, FileZilla, Firebug, MS Word, MS PowerPoint, WinMerge, WordPress, YouTube

AMERICAN WATER (RELEVANTE CONSULTING) Voorhees, NJ | January 2014 to July 2014**CORPORATE COMMUNICATIONS SPECIALIST (CONTRACT)**

- ◆ Publish, maintain, and edit content to a variety of external web sites.
- ◆ Supported the Web Design team by assisting with marketing campaigns, including the creation and distribution of emails.
- ◆ Maintain 16+ Internet sites.
- ◆ Offer support to off-site offices with social media and web sites.
- ◆ Research topics, gather content and compose monthly social media suggestions for daily posts.
- ◆ Update corporate blog as needed.
- ◆ Design
 - Emails
 - Banners
 - Logos
 - Mock-ups for new site page design

Design/Development Tools: Acrobat Professional, Dreamweaver, HTML, Illustrator, InDesign, LotusNotes, MS Word, MS Excel, Photoshop, Rhythmyx, Social Media, Urchin, WordPress, YouTube

HARTE-HANKS Yardley, PA | July 2013 to January 2014**TECHNICAL ACCOUNT MANAGER**

- ◆ Created and edit email communications.
- ◆ Delivered assigned projects including but not limited to html loading and troubleshooting.
- ◆ Generated and manage detailed project schedules to ensure on-time deliverables.
- ◆ Hosted images.
- ◆ Managed HTML email marketing projects.
- ◆ Managed work requested by client and set expectations.
- ◆ Prioritized simultaneous projects for self and the team.
- ◆ Prioritized various email communications.
- ◆ QAed, schedule deployment of email communications.
- ◆ Responsible for managing the day-to-day deliverables to ensure client expectations are met at an email delivery organization.
- ◆ Served as a point of contact for project scheduling and project status's.
- ◆ Served as main point of contact within the email operations team and with client contacts.

Design/Development Tools: Post Future, Return Path, Exact Target, Dreamweaver, Photoshop

BLACKROCK (BLUEWOLF CONSULTING) Princeton, NJ | April 2012 to December 2012**CONTENT PUBLISHER (CONTRACT COMPLETED)**

- ◆ Assisted in publishing content to a variety of internal and external web sites and web-based applications.
- ◆ Supported the Web Design team by assisting with marketing campaigns, including the creation and distribution of emails.
- ◆ Recipient of Consultant of the Month Award.

Design/Development Tools: Acrobat Professional, Adobe Suite, Dreamweaver, HTML, CSS, MS PowerPoint, MS Word, Stellent

TYCO INTERNATIONAL (HCL TECHNOLOGIES CONSULTING) Princeton, NJ | January 2012 to March 2012**DIGITAL COMMUNICATION SPECIALIST (CONTRACT COMPLETED)**

- ◆ Supported and maintained the organization's interactive site by designing web banners, responding to posts, tracking points for posts.
- ◆ Assisted with editorial responsibilities of the organization's internal communications, including article writing, production/proofing, layout and distribution.
- ◆ Maintained distribution lists and managed and updated HTML templates.
- ◆ Maintained the communications SharePoint site.

Design/Development Tools: Acrobat, Exact Target, HTML, CSS, Foxit, PhotoShop, SharePoint

BANK OF AMERICA/MERRILL LYNCH (INFINITY CONSULTING) Pennington, NJ | February 2011 to December 2011**MARKETING COMMUNICATION - SPECIALIST (LEVEL II) / WEB PUBLISHER (CONTRACT COMPLETED)**

- ◆ Formatted, managed and executed day-to-day marketing and email communications in HTML format.
- ◆ Worked with multiple business partners to understand requests and execute communications in a timely manner.
- ◆ Reported to manager in the creation and delivery of news and other information to both the internal and external population.
- ◆ Assisted in maintaining the firm's online content, including both the external website and internal employee intranet.
- ◆ SharePoint content management/administration.

- ◆ Worked with various business partners within and outside of Global Sales Support to post content to various intranet sites.

Design/Development Tools: Acrobat Professional, HTML, CSS, Adobe Suite, Dreamweaver, SharePoint

PHH MORTGAGE Mount Laurel, NJ | January 2007 to March 2010

WEB TECH SPECIALIST | March 2009 to September 2009

- ◆ Developed HTML, CSS, JavaScript for commercial websites. Implemented design/style presented in prototypes throughout projects through the use of wireframes.
- ◆ Developed UI architecture and navigation flow.
- ◆ Composed SQL queries to upload the content to staging servers. Coordinated with relationship managers to fix defects.
- ◆ Created and maintained of various customer websites. Modified images to make them web ready.
- ◆ Content management/administration. Adopted client specific JPL technology.
- ◆ Assisted in the support and maintenance of the company Intranet.

Design/Development Tools: Acrobat, Access, Dreamweaver, HTML, CSS, FileZilla, Photoshop, ImageReady, StarTeam, Test Director, TextPad, WinMerge

DEBORAH HOSPITAL FOUNDATION Browns Mills, NJ | January 2007 to March 2010

WEB DESIGNER/COMMUNICATIONS & INTERACTIVE SERVICES | 2000 to 2006

COMPUTER OPERATOR | 1994 to 2000

DATA ENTRY SUPERVISOR | 1994

- ◆ Maintained the Internet and Intranet with up-to-date information provided by marketing department and various department heads.
- ◆ Edited and modified images to make them web ready.
- ◆ Designed and created images on an as needed basis for various fundraising events being advertised on the web.
- ◆ Processed online transactions and prepared a registry of transactions for Director of Finance and Administration to reconcile on a monthly basis.
- ◆ Supervised and delegate work to the data entry staff.
- ◆ Performed daily and monthly system backups.
- ◆ Assisted in the consultation to the Public Relations Department in a solution for a new layout and design structure.
- ◆ Maintained Public Relations web page using Dreamweaver and HTML as well as edit and prepare images for the web using Photoshop.
- ◆ Initiated an online solution to Gift Shop allowing visitors to merchandise from their Gift Shop.
- ◆ Designed, developed and maintained the first Intranet, which helped to bridge communication between the hospital and foundation departments.
- ◆ Redesigned and developed the previous Intranet that provided a more appealing and user-friendlier experience and offered an improved visual flow.

Design/Development Tools: Acrobat Professional, Adobe Suite, Animation Shop, Cute FTP, Dreamweaver, Flash, MS Access, MS Excel, MS PowerPoint, MS Publisher, MS Word

TECHNICAL SUMMARY

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| ◆ Acrobat Professional | ◆ Google Analytics | ◆ MS Word | ◆ Test Director |
| ◆ Cornerstone | ◆ HTML | ◆ Photoshop | ◆ TextPad |
| ◆ CSS | ◆ Illustrator | ◆ PostFuture | ◆ Twitter / Ads |
| ◆ Dreamweaver | ◆ InDesign | ◆ Return Path | ◆ Urchin |
| ◆ Exact Target | ◆ MS Access | ◆ Rhythmyx | ◆ VMWare |
| ◆ Facebook | ◆ MS Excel | ◆ SharePoint | ◆ WinMerge |
| ◆ Firebug | ◆ MS PowerPoint | ◆ StarTeam | ◆ WordPress |
| ◆ Foxit | ◆ MS Publisher | ◆ Stellent | |
| ◆ Google+ | | | |

EDUCATIONAL BACKGROUND

BACHELOR OF ARTS IN DIGITAL DESIGN

American Intercontinental University, Hoffman Estates, IL
Graduated 2005 Summa Cum Laude

ASSOCIATES OF ARTS IN BUSINESS AND INFORMATION SYSTEMS

American Intercontinental University, Hoffman Estates, IL
Graduated 2003 with Honors

