

Tracy A. Callahan

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Summary

An experienced web designer with twelve 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, new media implementation, e-marketing, e-commerce, scripting, and database integration.

Technical Skills

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, New Media Marketing such as Facebook, Twitter and LinkedIn, 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, WordPress

Professional Experience

NORTH SHORE COMMUNITY COLLEGE, Danvers, MA

2005 - Present

Staff Assistant, Web Marketing, Marketing & Communications

Web and e-mail design and management

Working in the Institutional Advancement department, design, manage, distribute and analyze regular e-mail campaigns via Constant Contact. Re-designed the look and feel of the College's web presence while working collaboratively with a team of people across multiple departments. Maintain the College's Facebook, Twitter and Flickr pages on a daily basis.

Responsible for all aspects of e-marketing including electronic signage, online banners and graphics.

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.

Email Marketing

Working collaboratively with several departments including Marketing, Admissions, Development, Athletics and the Gann Parent Association, design, manage and send a weekly school e-newsletter. Newsletter highlights weekly departmental updates, upcoming events, student profiles, community announcements and parent news. The e-newsletter targets parents and students of the Gann Community.

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, new media implementation and maintenance, 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.

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.

Other
Professional
Experience

Education

Certificate in Web Development 2004

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 1998

Salem State University, Salem, MA

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

Associate in Business 1996

North Shore Community College, Danvers, MA

Professional Seminars

Train The Trainer

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

Total Quality Management

Clark University Computer Career Institute, Framingham, MA

Professional Groups



This professional global group is dedicated to the graphic design field. All desktop publishers, graphic designers, presentation specialists, production artists, graphic artists, and equivalent disciplines are encouraged to join.



The Massachusetts Conference for Women, hosted in conjunction with the Massachusetts Commission on the Status of Women, is a non-profit, non-partisan, one-day event where Massachusetts women can connect, learn practical and professional strategies from nationally recognized experts, and network with peers.



This group connects with alumni to foster professional relationships, facilitate professional connections and opportunities, and publicize career and internship opportunities and to learn about what is happening at Salem State College.



This is the largest and most active social media marketing group on [LinkedIn.com](https://www.linkedin.com). It is intended for interactive advertising and marketing professionals who are actively engaged in social media and community-oriented websites.

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