

Liza Mackenzie

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Summary of Qualifications

Web Design | Web Maintenance | Graphic Design | Email Marketing | Content Management Systems

- Over 15 years of customer-oriented web design and development experience, including ecommerce, email marketing and content management
- Demonstrated ability to complete projects with accuracy in deadline-oriented environments
- Excellent ability to work with people
- Excellent problem-solving skills

Design and Computer Skills

Languages:	HTML, CSS, some JavaScript, some C#
Graphics:	Photoshop, Dreamweaver, Illustrator, some InDesign
Software:	Microsoft Office (Outlook, Word, Excel)
Content Management Systems:	Mediachase eCommerce Framework, Datatel's Active Campus, Orchard, Visual Studio
Email Marketing Systems:	VerticalResponse, CoolerEmail, some Constant Contact
Computer Platforms:	PC, Mac

Professional Experience

Specialized Products Company **Web Designer** **September 2012 – present**

- Create two to four email blasts each month and send them using VerticalResponse. Each email blast includes one to ten promotions, each with an associated landing page.
- Create and maintain promotional, brand, product, home and other web pages for two ecommerce sites using Dreamweaver, hand coding HTML and CSS, and publishing in Mediachase eCommerce Framework Content Management System.
- Create banners, thumbnails, banner ads and other graphics for the websites using Photoshop and Illustrator.
- Edit content as needed.

Texas Wesleyan University **Web Specialist** **October 2011 – May 2012**

- Created and updated web pages and microsites by hand coding HTML and CSS, publishing the pages and their graphics and documents into Datatel's ActiveCampus Content Management System.
- Used Adobe Photoshop to format photos for web pages.
- Wrote and edited content as needed.

PrintPlace.com **Content Manager** **May 2011 – September 2011**

- Created web pages and navigation widgets, entered content and uploaded graphics into Orchard CMS.
- Used Visual Studio 2010 to maintain CSS style sheets and CSHTML files in an ASP.Net environment as part of the team developing the company's new ecommerce website
- Created and applied CSS styles to web pages to match mockups cross-browser.

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- Optimized web pages by moving inline styles to external CSS style sheets and replacing individual image files with image sprites.

Please note: The next two jobs were part-time, and I worked both during the same time frame.

Oregon Zoo

Web Designer

February 2003 – March 2010

- Managed and maintained the Zoo's large internal and external websites and many smaller websites, using HTML, Dreamweaver, Photoshop, CSS, Acrobat, Flash and Illustrator.
- Hired and managed many web design and web programming interns who had a wide variety of skills and experience.
- Created and sent semimonthly ZooNews (eNewsletters), Zoo Concert Series eNewsletters and special eNewsletters as needed and sent using Cooler Email.
- Developed the Zoo's Kasese Wildlife Conservation Awareness Organization website.
- Developed the Zoo's volunteer website.
- Trained and assisted people in other departments to create and post their content on the Zoo's websites.

Catapult Internet Partners, Inc.

Web Designer/Developer

May 2003 – March 2009

- Worked as a developer on two person team creating two ecommerce websites, an online camp registration system and an online meal ordering site, using C#, ASP.NET, VisualStudio.NET and MS SQL Server.
- Designed new websites for clients using HTML, CSS, JavaScript, Dreamweaver, Flash (including Flash animation and some ActionScript), Photoshop and Illustrator.
- Maintained websites for some clients.

Credence Systems Corp.

Webmaster

June 1996 – September 2002

- Designed web graphics and logos for internal and external websites, using Photoshop and Illustrator.
- Developed corporate intranet from scratch, using hand coded HTML in the early years and Dreamweaver after that.
- Designed many internal websites for departments, including Payroll, Travel, Facilities, IT, HR and Training.
- Maintained department websites or assisted department employees in taking over the maintenance of their websites at their preference.
- Designed and maintained top level pages and websites for intranet, including home page, forms page, and office information sites.
- Maintained public website as part of a two-person team.
- Migrated all internal websites from two old web servers onto one new web server, and worked with department webmasters to ensure a smooth transition to the new web server.

Education: BS, Oregon State University.