



ALLISON J SMITH

Experience

Online Marketing Developer

7/2008 to present; Atlanta, GA

Consult with business clients about their online needs. Using current best practices and directed marketing to create an effective user interface and online publicity that will create positive ROI. Design and hand code business websites and email marketing materials, set up hosting, email, e-commerce functionality, perform SEO and other marketing initiatives.

- Manage project strategy, budget, schedule, and execution to client satisfaction
- DHTML, PHP, CSS, XML, SQL, and JS
- Content writing and editing
- Graphics creation and image editing

Creative Services Marketing Manager

6/2007 to 7/2008; eventAcuity; Atlanta, GA

Perform marketing for current and prospective clients. Manage design projects including: client website and email marketing using client specifications and branding guides; print management; proposal branding; and other document management and publishing. Develop eventAcuity.com website and intranet site.

- Manage project strategy, deadlines, consistent branding and client relationships
- DHTML, CSS, PHP, JS and debugging
- Graphics creation and image editing
- Design branded marketing pieces
- Proposal and contract layouts

Sign Design Marketing Manager

6/2005 to 6/2007; Toys R Us; Atlanta, GA

Manage the design, creation and display of in-store signage and graphics. Direct the implementation of price changes, stocking and display of new products, and other store marketing projects.

Project Manager

12/2001 to 6/2005; Handy Ace Hardware; Tucker, GA

Manage web and office projects including: web site development; accounts payable and receivable; and work with vendors and commercial account holders.

- Manage strategy, schedules, and account relationships to owners expectations
- HTML, JS, Content writing and editing
- Graphics creation and image editing
- E-commerce development

Web Development Consultant

12/1999 to 12/2001; Dracs Consulting, Atlanta, GA

Web site architecture, design, build-out, image manipulation, maintenance and code debugging. Improve and create usability, content, visual consistency and functional integrity. Debug and engineer improved coding. Worked with ProAct Technologies, You Decide, The Floor Space, Harcourt Higher Education and Harcourt Online, etc. Create Harcourt site specification documents and branding guides.

Technical Qualifications

Technical/Web: Hand coding: DHTML, CSS, PHP, JavaScript, SQL, MySQL, XML, SSI, AJAX, CGI, SSL, SEO, Perl. HomeSite, CoffeeCup, FrontPage, Dreamweaver, GIF Animator, CuteFTP, NetTerm telnet, and VI editor.

Visual and Office Software: Adobe PhotoShop, Illustrator, InDesign, Flash, and Acrobat Professional; Microsoft Word, Excel, Access, Publisher, PowerPoint, Outlook, Corel Photo and Draw; Visio, Painter

Hardware: Windows/PC, Sun/Unix/Linux, and Mac/Apple; printers, scanners, cameras

Education

1999 Bachelor of Fine Arts in Painting, Minor in Web Design
Massachusetts College of Art and Design, Boston, MA

1990-1993 Photography Concentration
University of Georgia, Athens, GA

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ALLISON J SMITH

Portfolio

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Email Marketing Portfolio

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Pioneers Recognized

The PGA of America awarded posthumous membership to three African-American pioneers in the world of golf, and bestowed honorary membership on boxing legend Joe Louis, at its recent Annual Meeting in New Orleans. The tributes recognize "their rightful place in golf history" according to PGA President Jim Haney.

NEWS

Fantastic at Fifty
2010 Ryder Cup Captain Corey Pavin is excited about a milestone birthday and the year to come. [More](#)

INSTRUCTION

A Lesson Learned
In the final event of the PGA Tour season, hitting towards the proper position on the green could mean finding a position on the Tour next year. [More](#)

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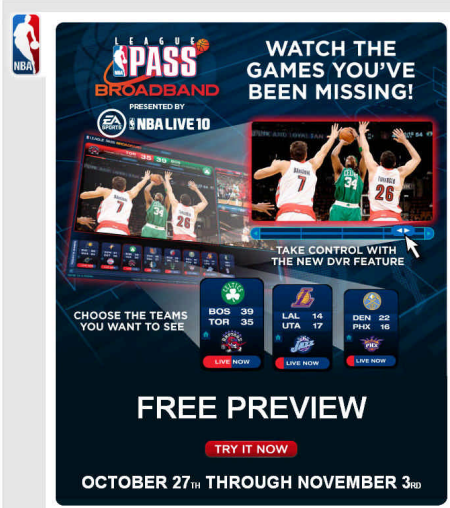
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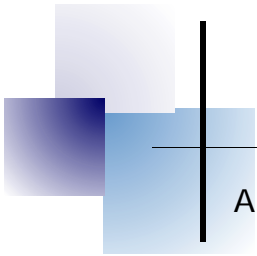
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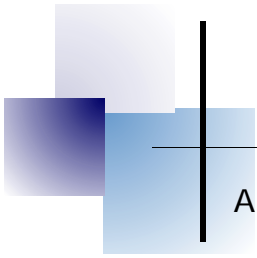
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Notes