

Stephanie Curran

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Professional Summary

Web and interactive media production expert with over 7 years of creating innovative web solutions for the private sector and non-profit organizations.

Technology Skills & Proficiencies

Web Communications, User Interface Design, Information Architecture, Brand Development, Marketing, Project Management, Social Networking Marketing

Core Competencies

- Creative Design & Processes
- Front-End Web Development
- Web Browser Compatibility
- Web & Print Graphic Skills
- Usability Methodologies
- Ability to hand-code XHTML, HTML & CSS to w3c standards
- Online/Social Marketing
- Web Analytics
- Search Engine Optimization
- Content Management
- Self Motivated
- Digital Imaging Expert
- Mac and Windows Proficient
- Mobile Web Development
- Quality Assurance Testing
- Usability Testing
- Audio Editing
- Basic Video Editing
- Flash Animation
- Project Management
- Business Analysis
- Functional Specification Documents
- Verbal & Written Communication
- Problem Solving
- Vendor Relations
- Attention to Detail
- Able to Work Under Limited Supervision

Expert: HTML 4.01, XHTML 1.1, DHTML, CSS 2.0
Intermediate: JavaScript, ASP.NET, Php, ActionScript
Familiar: MySQL, XML, AJAX, jQuery

Software: Adobe CS3 Suite (Photoshop, Illustrator, Flash, Dreamweaver, InDesign, Premiere), Quark Express, Microsoft Office (Outlook, Word, Excel, PowerPoint, Visio), MySQL Control Center, AutoDesk Cleaner, SnagIt, Logic Express, Microsoft Visual Studio 2005, Microsoft Source Safe, Unica NetInsight, Google Web Analytics, Clixpy Video Analytics, Fairlogic WorldCast

Professional Work Experience

Aetna Student Health, Cambridge, MA

Design Producer & Web Coordinator

January 2007 - Present

- Design, development and maintenance of Aetna Student Health website which receives over 3 million visits per year
- Management of Aetna's corporate and business area identities by producing print and electronic communications, using internal and external resources
- Created Aetna's "Social Networking" brand
- Work with directly senior management on developing marketing campaigns for new products
- Create billboards, external and internal bus ads, plasma display ads, print ads and web ads
- Create various landing pages for marketing campaigns
- Manage over 230 client websites which consist of 12+ pages each
- Manage large content management system
- Design internal and external web based reporting applications
- Web analytics for company website, marketing campaigns and Facebook ads
- Search Engine Optimization
- Create online interactive product showcases and marketing materials for all constitute groups
- Create HTML mass email campaigns and HTML quarterly company newsletters
- Maintain company intranet
- Develop Mobile Health and Wellness Applications
- Management of seasonal staff members
- Design and develop ecommerce applications for health insurance plan purchases

Design Producer

April 2005 – January 2007

- Design, development and maintenance of Aetna Student Health website which receives over 3 million visits per year

- Managed over 100 client websites which consist of 12+ pages each
- Managed large content management system
- Design/develop HTML mass email campaigns
- Maintained company intranet
- Designed internal and external web based reporting applications
- Design and develop ecommerce applications for health insurance plan purchases

Museum of Science, Boston, MA

Web and New Media

May 2004 - April 2005

- Involved in all aspects of website maintenance and development
- Web page creation, daily content updates, worked with departments on developing their web presence, assisting in the research and implementation of on-site technology initiatives
- Developed and maintained forms, surveys and bulletin boards using Php / MySQL and Cold Fusion
- Creation and maintenance of templates, shells and CSS.

Volunteer Group Multimedia Intern

January 2004 - May 2004

- Created the Volunteer Services department HTML email newsletter and print publication
- Created PowerPoint presentations for the Volunteer Services and Human Resources departments
- Designed flyers promoting volunteer positions and programs

MVM Post, Cambridge, MA

Freelance Consultant

January 2009 - Current

- Create and track HTML email campaigns
- Designed, developed and maintained company website
- Designed company collateral such as business cards and stationary

Viewpoint Creative, Needham, MA

Freelance Consultant

June 2006 – October 2006

- Design and Develop HTML email campaigns

Northstar Centers LLC, Stoughton, MA

Freelance Consultant

June 2005 – October 2006

- Design print ads for the New England Real Estate Journal

Education

B.A., Interactive Media Design

The New England Institute of Art, Brookline, MA

2004

- Graduated with a 3.4 GPA
- Graphic design works displayed in South Station Gallery and Institution Gallery

Interests

- Researching the latest web and graphic design technologies and trends
- Writing and recording music in my home studio
- Performing regionally with my band

References

References provided upon request.