



Marcia Horn – Web Design Specialist

me@marciahorn.com www.marciahorn.com

## EXPERTISE

Web Site Design, Production & Maintenance, Product & Location Photography  
Web Content Restructuring & Text Editing, Blog Creation, Product Development  
Flash Advertisement Production, Search Engine & Social Media Optimization  
Domain & Hosting Support, Project Management, Customer Service

## PROGRAM KNOWLEDGE

Adobe Photoshop, Illustrator, InDesign, Acrobat Pro, Dreamweaver, Flash;  
XML, HTML, CSS, PHP; Volusion, Joomla Content Management Systems  
Autotask, Basecamp Project Management Software, WordPress  
Contact Management & Enewsletter Platforms, E-Commerce

## EMPLOYMENT

### **Papaloizos Publications - Educational Industry, Greek Language Director of Online Relations & Web Presence Management**

2006 – Present currently on freelance basis

Web site & online communications administration, social media outreach  
Constant site & services upgrade, educational video marketing, SEO  
Print materials development, interactive learning production

### **Environmental Defense Fund**

#### **Assistant Web Producer**

October 2008 – June 2009

Web content migration, organization & editing, imagery selection  
Site maintenance, blog design & creation, targeted media outreach  
Newsletter design, template coding, flash banner ad development & tracking  
SEO & Section 508 compliance expert coding, keyword analysis

### **Blue Water Media**

#### **Junior Web Designer**

August 2007 – August 2008

Web site production, SEO, product & location photography,  
Customer service as Help Desk Technician, large team project completions  
Maintained 300+ web sites regularly through company to client ticket system

### **Heatwave T-Shirt Salon, Bethesda, MD**

#### **Lead Designer & Production Artist**

October 2005 – March 2007

Web site maintenance, print graphic & logo design, silkscreen t-shirt printing

## EDUCATION

The Art Institute of Washington

Bachelor of Fine Arts Degree, March 2007

Interactive Media Design – Dean's List GPA 4.0

## FREELANCE

04 – Present:

- Web site design and maintenance: Olazzo Restaurant Chain
- Print graphic design, large-scale print production: Next Day Sign Express
- Web site design & administration: Hotel Rea, Heraklion Crete, Greece
- Writer: ARROW Publishing Inc. Monthly Fashion Column
- Web site administrator: EYMA Salon and Spa
- Logo, web site design: RPN Photography
- Photography & painting artwork on commission
- Hair, makeup & runway modeling

## HONORS & ACTIVITIES

Featured Aquent creative talent: 2009 print calendar

Vice President of National Honor Society – Alpha Chi Lambda chapter

Charity work: homeless and animal shelters in DC metro area