



# Lisa M Romao

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## Objective

To obtain a position that allows for more utilization of my technical coding and development skills. Continuous growth and learning opportunities, to expand my skills and knowledge base, is a must. Job focus of User Interface Experience and Web Accessibility a plus.

## Experience

5/08 - Present

**Save the Children** Web Design and Development Specialist | International Relief Nonprofit

Develop and design web landing pages and donation forms in Blackbaud Sphere using HTML, CSS, jQuery and JavaScript  
Developing testing strategies for new code implementation  
Revenue Reporting using Sphere reporting and Google Analytics  
Implemented Mobile Paypal giving program with third-party vendor  
**Key Skills** – Creative problem solving, debugging, speed, accuracy, and ability to prioritize multiple projects

3/08 - 5/08

**Save the Children** Email Marketing Specialist | International Relief Nonprofit

Design and implementation of segmented and personalized emails and donation forms in GetActive using HTML and CSS  
Developed storyboards of current and future potential email and online fundraising processes for Blackbaud migration  
Helped to design and develop a jQuery and CSS automation program to help facilitate email distribution  
Designed, developed and implemented online banner advertisements on Parade.net and Facebook for Holiday Catalog  
Improved tracking and analyzed email metrics to improve and enhance fund-raising  
Researched mobile marketing landscape and potential opportunities for fund-raising  
Email list hygiene management and production project management  
**Key Skills** – Ability to work independently, attention to detail and deadline management

1/06 - Present

**Solutions Thru Design** Web Design/Development and Online Marketing Consultation

**www.11cupcakes.com** Portfolio site for Children's Party Planner

• Web development: Built the phase one of the website using YUI grids and CSS

**www.vinim.com** Promotional site for videographer

• Online & Social Networking Consultant: Developing/implementing social networking, SEO and affiliate marketing plans, segmenting audiences within Google Analytics, helping with jQuery interactivity with a new website design to be launched in 2011

**Amity Healthcare** Promotional site for psychotherapist | Site currently under construction: Designed layout

**www.stuartterryart.com** Promotional site for professional abstract and mixed media fine artist

• Site Design and Coding: Designed and maintained with hand-coded HTML and CSS and Google Analytics tracking

**www.louisromao.com** Promotional site for guitarist and instructor | Rebranding design layout utilizing YouTube and Flash

**www.liafall.com** Personal site used for display of non-work samples of skills and design

• Designed and maintained with HTML, CSS and JavaScript

**www.classicbeverages.com** Promotional site for alcohol distributor | Currently Defunct site: Developed in CSS and XHTML, coded from exacting Photoshop design

1/07 - 2/08

**Aquent Agency** Web and Print Creative Contract Assignments | AOI Communications, Virgin Atlantic, MedCon, ShelterLogic, carter's, Seton Identification and many others

7/06 - 9/06

4/04 - 12/04

**AOI Communications:** Website redesign for oncology pharmaceutical website. Coded in Dreamweaver, using HTML, JavaScript and CSS

**Virgin Atlantic:** Development of HTML web landing pages for membership and ticket sales promotion within the Tridion CMS. Editing ActionScript and Content in Flash sales promotion banners. Designed the print, online banner and email promotional material for the newly re-opened Kenya flight. Was responsible for the ordering of all internal and conference print materials and projects.

**MedCon:** Designed and edited PowerPoint presentations for professional continuing medical education.

**ShelterLogic:** Designed and edited packaging and sales sheets for consumer shelter products in InDesign.

**carter's:** Created retail in-store signage, direct mail postcards, email advertisements and online banners utilizing templates with InDesign and Illustrator for multinational children's clothing company.

**Seton Identification:** Edited, designed lay-out, pre-press, retouched images and created line art for industrial/ commercial products catalog in QuarkXpress, Photoshop, Acrobat, Illustrator for a 50,000 product safety and identification company.

**Key Skills** – Brand sensitivity, budgeting, vendor contact, detail oriented, accuracy, speed and ability to work with existing team members or independently with little instruction.

11/06 –12/06

**The Creative Group** Print Creative Contract Assignments: Unilever & Eric Art Design

**Unilever:** Inputted and organized confidential survey data in Excel. Designed PowerPoint deck.

**Eric Art Design:** Designed and edited packaging and sales sheets for retail and commercial products in InDesign.

**Key Skills** – Detail oriented, accuracy, speed and knowledge of formula usage.

2/05 – 3/06

**Pharmedica Communications LLC** Graphic Designer ◀ Collateral & Information Design for Continuing Medical Education

Clients: Pfizer, Agfa Bayer, GlaxoSmithKline

Designed and formatted 180+ slide kits used for promotional marketing to physicians; instructional symposia material, and online continuing medical education. Utilized PowerPoint, Illustrator, and Flash, Photoshop. Responsible for design and layout of Company Newsletter 5 issues with a distribution of 250 per issue. Utilizing QuarkXpress, digital photography (portraiture and group photos), photo montages in PhotoShop and logo design.

**Key Skills** – Edited and maintained presentations for maximum legibility - both in black & white printed material and in color on large presentation screens. Creativity and entertainment of audience. Attention to detail critical due to continuing medical education and drug marketing compliance requirements.

9/99 – 3/04

**Omega Engineering Inc** Graphic Designer ◀ Direct Mail, Catalog, Collateral and Advertising for Engineering Measuring and Testing Instrumentation Products

5/98 – 7/99

Affiliate Companies: Analab, Newport and Riverbend

Project managed, design and layout, retouched images, created product montages, technical line art, digital product photography and pre-flighted for 2,000+ page measurement, process and control instrumentation direct mail catalog with worldwide distribution. Utilized master pages in QuarkXpress, Photoshop, Illustrator, Pre-Flight Pro, Flightcheck, Acrobat, Framemaker. Responsible for multi-lingual (English, Spanish and French) advertising design and layout for 60 magazine per month distribution and direct mail marketing campaign.

**Key Skills** – Responsible for project management. Interaction with multiple team leaders and stakeholders. Meeting deadlines, overall accuracy and attention to detail critical due to scientific and technical applications.

## Education

5/2010

**University of Connecticut** Graduation Candidate May 2010, B.G.S. Interdisciplinary major with a Social Sciences theme

2010

**Certification from Inbound Marketing University** - The Inbound Marketing Certification acknowledges the recipient's proficiency in Inbound Marketing principles and best practices. These principles include: blogging, social media, lead conversion, lead nurturing and closed-loop analysis

2009- Present

**Certificates of Completion from lynda.com** - JavaScript Essential Training (2007), Web Design Fundamentals, Web Site Strategy and Planning, Web ReDesign: Strategies for Success, Search Engine Optimization, Web Site Planning and Wireframing: Hands-On Training

2007

**Aquent Graphics Institute (AGI) Flash Interactive Springboard Training Program** – 4 day intensive training on the fundamentals of Flash design and animation, with a focus on creating web-based interactive assets using vector and bitmap resources, sound and video. Training focused on timeline-based animation, movie clips and buttons and also included advanced interactivity using ActionScript 2.0 and 3.0. ActionScript training also included button scripting, advanced controls, and user mouse response.

5/1999

**Naugatuck Valley Community Technical College** Received A.S. General Studies Magna Cum Laude

## Computer Skills (Proficient in both PC and Mac-based computer systems)

**Web Graphical and Layout Design Software:** Dreamweaver CS3, Fireworks CS3, Flash CS3, Illustrator CS3 and PhotoShop CS3

**Web Programming Languages:** Hand-coding (X)HTML, JavaScript, CSS2.1 & 3.0, Flash ActionScript 2.0 & 3.0 and jQuery 1.4

**Currently studying:** Drupal, AJAX, PHP, ASP and MySQL

**Web Content Management Systems:** GetActive and Tridion

**Web Analytics:** Google Analytics and Webtrends

**Print Graphical and Layout Design Software:** Adobe Acrobat 9, Illustrator CS3, InDesign CS3, PhotoShop CS3, QuarkXpress 6.5, Extensis Preflight Pro 2.1

**Productivity Software:** Microsoft Office 2007 (Word, Excel, PowerPoint, Access), Microsoft Visio and MacroXpress Pro (Macro-programming software)

**Operating Systems:** OS X & Windows XP.

**Design, programming code examples and professional references available upon request.**