

# Leslie Fredericks-Leamon

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## OBJECTIVE

To gain freelance opportunities within the small to mid-sized business community that will allow me to fully utilize my abilities as a web marketing and design professional.

## PROFESSIONAL SUMMARY

- Web marketing professional with over 8 years of marketing and graphic design experience in both web and print.
- Proficient in online marketing stream management such as pay-per-click (PPC), cost-per-click (CPC), email marketing, landing page strategy, affiliate marketing, and search engine optimization (SEO).
- Expert knowledge of web standards and usability requirements as well as current market trends and best practices.
- Experienced in partnership and affiliate relations with success in creating new relationships with external organizations.

## EXPERIENCE

### **Web Marketing Strategist, Heritage Microfilm, Inc., Cedar Rapids, IA** **2005-Present**

- Implemented and managed successful online PPC/CPC programs through services such as Google AdWords, Yahoo! Search Marketing and MSN AdCenter.
- Responsible for structural design, navigation development, strategy and functionality for content-oriented websites and services.
- Designed and developed Sales/Marketing collateral pieces for products and services.
- Analyzed and reported on web statistics including site performance, campaign performance, landing page effectiveness, PPC/CPC ad programs, traffic, bounce rates, income and conversions through global, continental and regional outlets.
- Led online campaign initiatives that included multiple simultaneous streams such as email campaigns, landing pages, PPC/CPC ads and special offers.
- Created partnerships and on-going relationships with various organizations that included the use and/or sale of content.
- Created proposals, content agreements and bids for prospective partners and clients.
- Developed and implemented brand strategy that included corporate templates, brand standards and manual.
- Initiated, researched, wrote, designed and published an internal weekly e-newsletter, *Weekly Insight*, that focused on industry news to keep the company up-to-date on competition, company press, and market trends.

### **Graphic Specialist, Wilson Engineering Group, Indianapolis, IN** **2001-2003**

- Designed and produced industrial process component illustrations for use in training materials for the pharmaceutical and automotive industries.
- Responsible for editing and enhancing photos for print, proofreading and editing technical documents for publication, as well as designing and publishing theme-based training literature and PowerPoint™ presentations.
- Active project management role that included administrative support, scheduling, reporting, overseeing deadlines, time tracking and quality control.

**Graphic/Web Designer, Freelance, Cedar Rapids, IA**

**1998-Present**

- Responsible for the concept, design and development of small to medium sized business websites, collateral and literature.
- Researched and evaluated competition and relevant market trends specific to clients for best project assessment and advice.
- Analyzed and wrote reviews of websites for SiteCritic.net. Discoveries focused on functionality, aesthetics and content presentation.
- Responsible for content writing, evaluation, SEO, editing and best practice advice for branding and marketing strategy on the web.
- Explored and arranged out-sourcing facilities and/or individuals for specific client project needs.

**EDUCATION**

**Associates Degree in Liberal Arts**

**June 2008**

Kirkwood Community College, Cedar Rapids, Iowa, GPA 3.732

## **SKILLS AND SOFTWARE - QUICK VIEW**

### **General**

- Highly creative problem solving skills.
- Pleasant, professional attitude.
- Able to work within tight deadlines.
- Able to push new ideas through to completion, making the most of budgetary limits as well as time restraints.
- Quick understanding of new software and technology.
- Understands databases and executing queries using WEBSQL Query Analyzer
- Proficient with PC and Mac environments.
- Expert use of the following software:
  - Microsoft Visio
  - Microsoft Office (Excel, Word, PowerPoint)
  - Keynote and Pages (Mac)

### **Marketing**

- SEO and keyword optimization.
- Google AdWords, AdSense, Yahoo! Search Marketing, and MSN AdCenter.
- Email marketing, landing page strategy, multi-faceted online campaigns, latest trends and effective methods.
- Statistics software for the web such as Google Analytics , LiveStats and WebTrends.
- Affiliate programs and program management.

### **Print**

- Brochure and collateral design and layout.
- Advanced photo enhancement and editing.
- Knowledge of file formats, resolution and color profiles.
- Expert use of the following software:
  - Adobe Illustrator CS3 (and earlier)
  - Adobe Photoshop CS3 (and earlier)
  - Adobe InDesign CS3 (and earlier)
  - Adobe Acrobat CS3 (and earlier)

### **Web and Multimedia Design**

- Interface design and development.
- Site map and navigational assessment and strategy.
- Expert knowledge of HTML/XHTML and CSS coding and editing.
- Knowledge of file optimization and formats for the web.
- Fully aware of web accessibility and usability standards.
- Expert use of the following software:
  - Adobe ImageReady
  - Adobe Fireworks
  - Adobe Dreamweaver
- Intermediate level experience with the following software:
  - Adobe Flash
  - Microsoft VisualStudio

## **REFERENCES**

Available upon request.

## **PORTFOLIO**

Available upon request.