

# Tracy A. Callahan

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## Summary

An experienced web designer with nine years of experience in designing logos, web sites, e-commerce applications, and e-mail broadcasts in industries such as higher education and high-tech. Diverse skill set includes web and print design, animation, e-commerce, scripting, and database integration.

## Technical Skills

Web & Graphic Design Tools: Adobe Photoshop, Illustrator, Acrobat, Dreamweaver, Flash, Microsoft Front Page

Internet Languages, Systems, Applications: Hand-coding HTML, XHTML, DHTML, CSS, ASP, JavaScript, CGI, SSI, FTP, PHP, MySQL, XML, DNS, payment gateways, e-commerce applications, Yahoo! Store, domain registration, SEO, Pay-Per-Click Bid Management, GIF animators, cPanel

Operating Systems: Windows, PC, UNIX

Software/Other Tools: Microsoft Word, Excel, Outlook, PowerPoint, Access, Lyris Mailing List Manager, Constant Contact Email Manager, SCALA, WordPress

## Professional Experience

### **NORTH SHORE COMMUNITY COLLEGE, Danvers, MA**

**2005 - Present**

#### **Staff Assistant, Web Marketing, Marketing & Communications Web and e-mail design and management**

Working in the Institutional Advancement department, design, manage, distribute and analyze regular e-mail campaigns via Constant Contact. Design web site related graphics and images for the College's Home page, and various other pages. Maintain departmental web pages on the NSCC web site: Faculty Departments, Alumni & College Relations, Development, Public Calendar, Corporate Education and College Events.

#### **Print and publication design**

Design regular newspaper advertisements for upcoming classes and College events. Develop, create and manage Marketing materials for the College including flyers, brochures, banners and posters.

### **GANN ACADEMY, Waltham, MA**

**2005 - Present**

#### **Webmaster**

Maintain regular updates on the Gann Academy web site at [www.gannacademy.org](http://www.gannacademy.org). Perform web page development, Flash development, graphic design, and coding of the dynamic web pages written in ASP and SQL. Communicate regularly with all Departments of the high school to ensure that the web site is current and informative.

#### **Email Marketing**

Working collaboratively with several departments including Marketing, Admissions, Development, Athletics and the Gann Parent Association, design, manage and send a weekly school e-newsletter. Newsletter highlights weekly departmental updates, upcoming events, student profiles, community announcements and parent news. The e-newsletter targets parents and students of the Gann Community.



## Education

### **Certificate in Web Development**

#### **North Shore Community College, Danvers, MA**

Enrolled in a credit certificate program to strengthen current skills, and learn new software and programming languages. Anticipated courses include Advanced Flash, Database Development and Java.

**2004 - present**

### **Certificate in Web Page Design**

#### **North Shore Community College, Danvers, MA**

**2000**

### **Bachelor in Social Work**

#### **Salem State College, Salem, MA**

**1998**

- Minor Concentration in Business Administration
- Member of the Alpha Delta Mu Honor Society

### **Associate in Business**

#### **North Shore Community College, Danvers, MA**

**1996**

## Professional Seminars

### **Train The Trainer**

Microsoft Corporation/Clark University Computer Career Institute, Framingham, MA

### **Total Quality Management**

Clark University Computer Career Institute, Framingham, MA

## Professional Groups



This professional global group is dedicated to the graphic design field. All desktop publishers, graphic designers, presentation specialists, production artists, graphic artists, and equivalent disciplines are encouraged to join.



The Massachusetts Conference for Women, hosted in conjunction with the Massachusetts Commission on the Status of Women, is a non-profit, non-partisan, one-day event where Massachusetts women can connect, learn practical and professional strategies from nationally recognized experts, and network with peers.



This group connects with alumni to foster professional relationships, facilitate professional connections and opportunities, and publicize career and internship opportunities and to learn about what is happening at Salem State College.



This is the largest and most active social media marketing group on [LinkedIn.com](https://www.linkedin.com). It is intended for interactive advertising and marketing professionals who are actively engaged in social media and community-oriented websites.

Online portfolio available for viewing at: [www.tacwebdesign.com/portfolio.html](http://www.tacwebdesign.com/portfolio.html)