

TRACY A. CALLAHAN

WEB DESIGNER

An experienced web designer with a background in designing logos, websites, ecommerce applications and email campaigns in industries such as higher education and high tech. Diverse skill set includes web and print design, new media marketing, emarketing, ecommerce, scripting, WordPress development and database integration.

WORK EXPERIENCE

WEB DESIGN & COMMUNICATIONS SPECIALIST // 2016 - PRESENT

Boston College Center on Aging & Work / Brighton, MA

- Responsible for developing and maintaining a new website for the Sloan Research Network on Aging & Work. Responsibilities also include updating and maintaining the website for the Center on Aging & Work, graphic design, HTML, and web design creativity.
- Through Constant Contact, responsible for email design, coding, testing and sending of a weekly "Fact of the Week". Additionally responsible for the design and management of a bimonthly blog called, "AGEnda".
- Design and update the Center's publications, research and fact sheets for distribution on the web site and blog. Also design flyers and other print media for the Center in collaboration with AARP.

WEB MARKETING // 2005 - PRESENT

North Shore Community College / Danvers, MA

Design, manage, distribute and analyze regular email campaigns via Constant Contact for the President and Executive staff Departments. Re-designed the look and feel of the College's web presence while working collaboratively with a team of people across multiple departments. Maintain the College's Facebook, Twitter and Instagram pages on a daily basis. Responsible for all aspects of e-marketing including electronic signage, online banners, and graphics.

FREELANCE WEB DESIGNER // 1999 - PRESENT

TAC Web Design / Salem, MA

Manage a full-service web design firm providing logo design, web design, e-commerce, new media implementation and maintenance, animation, and email broadcasts for individuals and businesses. Contribute to marketing efforts of large and small organizations with email broadcasts and search engine optimization.

CONTACT

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AWARDS

WEB DESIGN AWARD
Best in Class
Interactive Media Council, Inc.
April 2015

WEB DESIGN AWARD
Outstanding Achievement
Interactive Media Council, Inc.
April 2015

SKILLS // Professional

- Adobe Design Suite
 - Microsoft Office
 - Email Campaign software
Constant Contact, Mail Chimp,
Paradot (formerly Exact Target)
 - CMS
WordPress, Site core, Drupal,
Adobe Experience Manager,
OmniUpdate
 - SCALA
 - Basecamp
 - HTML5 & CSS3
 - JavaScript
 - PHP & MySQL
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EDUCATION

Certificate in Web Development
NSCC

Certificate in Web Page Design
NSCC

Bachelor in Social Work
Salem State University
Major: Social Work | GPA 3.8
Minor: Business Administration

Associate in Business
NSCC

EMAIL DEVELOPER // 2016

Liberty Mutual Insurance Companies / Boston, MA

Responsible for the HTML and CSS coding for Liberty Mutual Insurance's B2B email marketing campaigns. Designed responsive and static emails using ExactTarget based on corresponding marketing materials.

WEBMASTER // 2005 - 2012

Gann Academy / Waltham, MA

- Maintained regular updates on the Gann Academy web site at www.gannacademy.org. Performed web page development, Flash development, graphic design, and coding of the dynamic web pages written in ASP and SQL. Communicated regularly with all Departments of the high school to ensure that the web site was current and informative.
 - Worked collaboratively with several departments including Marketing, Admissions, Development, Athletics and the Gann Parent Association. Designed, managed and sent a weekly school e-newsletter. Newsletter highlighted weekly departmental updates, upcoming events, student profiles, community announcements and parent news. The e-newsletter targeted parents and students of the Gann Community.
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INTERNET SERVICES ADMINISTRATOR // 2000 - 2005

Net Atlantic / Salem, MA

- Managed, directed and trained the web development team and delegated responsibilities on a daily basis. Wrote web development proposals and handled project budgeting. Performed web and logo design, e-commerce, maintenance and hand-coding of websites for large and small organizations including CVS Pharmacy, American Academy of Podiatric Practice Management and The Northeast Center for Healthy Communities. Designed and managed e-newsletter campaigns, performed web programming using CGI and PHP, e-commerce development, debugged HTML code, managed pay-per-click search engine bid management and performed on-going search engine submission.
- Registered new domains, initiated web hosting set up on servers, transferred existing registered domains to the servers using DNS information and facilitated domain mappings.
- Designed and developed marketing flyers, brochures, cover letters, coupons, space ads, banner ads, and various marketing packages. Developed and organized mail merges for several mailings and maintained the databases. Managed the print production, postage, and mailing facilitation.
- Scheduled interviews and performed follow up communication with prospective applicants. Conducted first and second interviews. Developed and managed job listings, and organized advertising with a variety of newspapers, career centers, and online job agents. Collaborated with a local college to participate in a co-op program for interns.