

## **Jennifer R. Gordon**

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Jennifer@TechieWebDesigns.com

### **EDUCATION AND CERTIFICATION:**

Bachelors of Music in Music Education – Temple University, Esther Boyer College of Music  
Philadelphia, PA - 1998 *Magna Cum Laude*

Microsoft Office Excel and Word Certification – Burlington, NJ

Cvent Event Professional Certification – 2019, Cvent Advanced Professional Certification 2020,

Crowd Compass Certification, 2020

### **PROFESSIONAL EXPERIENCE:**

#### **Techie Web Designs**

Owner/Designer/Developer

Professional website development and graphic design for clients worldwide. Designing and maintaining web sites, creating custom web graphics and layouts, creating flash intros, web programming, script installations, logo design, animated banners, business cards, brochures, flier/posters, CD/DVD covers, large signs, water tower wraps, copywriting and content creation, write, edit and proofread a variety of documents, plan and prepare articles for online dissemination, web usability, accessibility, testing and debugging, website promotion & marketing, client relations, sales, bookkeeping. Training for clients. Help Desk troubleshooting—email and content management. Team Coordination: Basecamp, Linc and Slack; Programming and software: Adobe Creative Cloud and CS6: Dreamweaver, Fireworks, Illustrator, InDesign, Flash, PhotoShop, PhotoShop Elements, AcrobatPro, QuarkXPress, FrontPage, HTML, XHTML, PHP, CSS, JavaScript, MySQL, FTP; SASS, LESS, Content Management: WordPress, Joomla, Drupal, SharePoint; Microsoft: Excel, Word, PowerPoint, Outlook, Video/Audio: Final Cut Pro, Adobe Premiere & Audition and Vegas Studio.

**2007 to Present**

<http://TechieWebDesigns.com>

#### **Nuclear Electric Insurance Limited (NEIL)**

Business Technologies Lead – Wilmington, DE

Serves as liaison between IT and end users in business-facing IT initiatives. Coordinates corporate communications including branding and promotional items. Coordinates and leads web solutions projects including content management process and workflow. Proactively researches additional methods and best practices. Team Coordination: Teams, Accurev; Programming and software: Adobe CS6: Dreamweaver, Illustrator, InDesign, PhotoShop, PhotoShop Elements, AcrobatPro, HTML, XHTML, PHP, CSS, JavaScript, C#, MySQL, FTP; Content Management: WordPress, Umbraco, SharePoint, Salesforce, Umbraco, Kentico, NTerprise (C#), Cvent Event Management and Administration, Director's Desk, 1Password, Embed Signage; Microsoft: Excel, Word, PowerPoint, Outlook, Teams. Cvent Event Management Professional Certification.

**12/2018 to Present**

#### **CSMI, LLC**

Information Systems Coordinator – Chester, PA

Manages all data, applications, and reporting for the schools. SunGard/PowerSchool, Cognos, Microsoft Excel and Access. Works closely with other members of the IS team, school principals, central office staff, governmental agencies, and local school district personnel. Provides support and training as required to users located in the schools. Redesign of school websites. Photography for staff, buildings and website. Reorganization of navigation menus. Custom HTML and CSS coding with CampusSuite CMS.

**8/2016 to 12/2018**

#### **Montgomery County Intermediate Unit**

Web Design Technician – Norristown, PA

Responsible for redesigning and maintenance of websites for the Organization and its clients utilizing WordPress, SharePoint, and Drupal. Windows IIS server setup, maintenance and software/application installation. HTML/HTML5, CSS/CSS3, PHP customization on all existing websites utilizing CMS, Photoshop, Illustrator and Dreamweaver. Training for staff on the utilization and management of the websites. Brochure and logo design for the organization and its clients utilizing InDesign and Illustrator. Front-end photography with Canon 7D and PhotoShop. Social Media: Facebook, Twitter and website updates. [www.mciu.org](http://www.mciu.org) | [mvp.mciu.org](http://mvp.mciu.org) | [cvp.vpsites.org](http://cvp.vpsites.org) | [www.explorationsphp.org](http://www.explorationsphp.org) | [www.MCLTF23.org](http://www.MCLTF23.org)

**5/2015 to 8/2016**

**Kingsway Regional School District****7/2012 to 5/2015**

Web/Database Administrator - Woolwich Township, NJ

<http://www.kingsway.k12.nj.us>

Responsible for design and maintenance of websites: district, high school, middle school and curriculum. Linux server setup and maintenance. Front-end photography and content updates. HTML, CSS, PHP customization on websites (SharePoint and WordPress) and student information systems. Training for staff on the utilization and management of the websites. Graphic designs including logo creation, fliers, brochures, pamphlets and custom images for the web and print. Administrator of the district-wide student information system (PowerSchool) with duties including report customization, data validation and integrity, data management and state reporting, attendance support, Help Desk support for staff, administrators, students and parents. Integration of third party platforms including BusBoss, Hero and School Messenger. Support and training sessions for staff members held throughout the year. Responsible for all NJSmart reporting. Create, collect, analyze data and create reports for other district administrators.

**Honors:** Kingsway Regional High School Dragon of the Month, April 2014.**Radian****4/2011 to 7/2011**

Contracted Web Content Manager - Philadelphia, PA

<http://www.Radian.biz>

Content management for Radian, mortgage insurance company. Responsible for content on corporate internet (SharePoint) and intranet websites. Write and schedule stories for corporate intranet. Create banner ads and graphic designs for the web.

**Kingsway Regional School District****7/2008 to 7/2012**

Contracted Web Designer and Webmaster - Woolwich Township, NJ

<http://www.Kingsway.k12.nj.us>

Worked with the Kingsway Regional School Board, administration and staff toward the design, implementation and maintenance of district, middle and high school websites. Managing daily updates for multiple websites all related to the school district, school services and the community at large.

**Energy Freedom Pioneers, Inc.****06/2007 to 7/2011**

Communications and Technology Specialist – Pedricktown, NJ

<http://EnergyFreedomPioneers.com>

All graphic design art for company branding and marketing materials. Setup, design, implementation and maintenance for company websites. Provide information, guidance, referrals and training. Grant writing for Alternative Energy State and Federal Grants and Loans.

**PSEG****July 2009 – August 2009**

Energy and Environmental Research Center (EERC) - Salem, NJ

Research of multimedia content for use in the EERC, prior to opening of the center. Working independently and with a team to research and collect information for topics of interest related to the energy field throughout history, energy facts, influential people in history, innovations and headline stories. Coordinated video and image acquisition from artists, photographers and archived copyright holders. Obtained permission to use photos and videos and purchased rights where needed. Created digital images and charts for use in the center. Uploaded final text documents and image files to servers for final printing.

**Lumberton Township Board of Education****July 1998 – June 2004**

Music Educator - Lumberton, NJ

Small group instruction on violin, cello and bass for grades three to eight. Small group instruction on all band instruments for beginners in grade five. Responsible for large group ensembles; Beginner Band, Middle School String Ensemble, Advanced and Intermediate String Ensembles and Beginner String Ensembles. School and community concerts occurred twice a year. Prepared students for All South Jersey String Orchestra and adjudicated auditions. Created and implemented the string curriculum for the Lumberton Township School District. Implemented music technology software into the instrumental curriculum; *Music Time Deluxe*, *Music Ace*, *Finale*.

**Honors:** Bobby's Run School Teacher of the Year, 2004.

## **PROFESSIONAL SKILL SETS AND TRAINING:**

- Marketing and research consultation for small to mid-sized businesses and non-profit companies including but not limited to website design and implementation, corporate identity and information management.
- Expertise in user navigability and creation of website formats that promote information accessibility including website mapping, marketing, graphic design, and multimedia integration.
- Complete project management skills including research, bid proposals, scheduling, coordination, and training. Ability to work well with clients and under deadlines.
- Detail oriented with a strong ability to focus and manage individual goals and responsibilities, particularly those goals that are time sensitive.
- Regularly employs most mainstream multimedia design and production programs (Adobe CS6: Fireworks, Illustrator, InDesign, PhotoShop, PhotoShop Elements, AcrobatPro, QuarkXPress, Microsoft: PowerPoint, Word)
- Skilled in web programming using HTML, XHTML, CSS, XML, basic Flash animation/ActionScript, basic JavaScript, PHP and MySQL databases. (WordPress, Joomla, Cartweaver, Cvent, CrowdCompass and Dreamweaver).
- Event Management, analytics and Surveys (Cvent & Inquisium). Managing and analyzing complex data sets for reporting and decision making utilizing custom written reports, Microsoft Excel and custom SQL reports.
- Working knowledge on search engine optimization and search engine marketing, WC3 standards, accessibility, site analysis and testing.
- Graphic design skills ranging from logo design and business communication materials. Full service image creation and development to coordinate all artwork to printer specifications.

## **SYNERGISTIC ACTIVITIES:**

### **Premiere Charities**

<http://www.PremiereCharities.org>

Weekly volunteer feeding the homeless in Wilmington, Delaware. Coordinates setup and distribution of food and clothing.

### **Nathaniel Boerlin Scholarship Fund**

<http://NateRocksHeaven.org>

Volunteer, Coordinator and Web Designer - Facilitate the education of the community about Brain Tumor Awareness through a unique website, branding and graphic designs (fliers, posters, street signs, etc.) Help organize annual 5K run to benefit the scholarship fund. To date, the Nathaniel Boerlin Scholarship Fund gives two annual \$1,000 scholarship to a local graduating high school senior.

### **Kingsway Education Foundation**

<http://www.KingswayEducationFoundation.org>

Volunteer, Coordinator and Web Designer - Web design and maintenance for the school district's foundation website. Coordinate and manage the annual "Toast of the Town" charity event including online ticketing, sponsorship sales, promotional materials and event logistics.

### **Philharmonic of Southern New Jersey**

<http://www.psnj.org>

Web/Graphic Designer, Violinist - Website design, branding and graphic designs (fliers, posters, street signs, etc.), co-principal second violinist for the orchestra for over 15 years.

### **Lancashire Elementary School – Move**

Volunteer - Collaborated with principal's committee to coordinate volunteers to assist in the move of Lancashire Elementary School to its new location. Design and maintenance of the transitional website. Contacted and facilitated volunteers help to specific teachers. Participated and took a leadership role in planning meetings coordinating over 100 community, parent and student volunteers.

### **Brain Tumor Awareness Organization**

<http://BrainTumorAwareness.org>

Volunteer – Technical expertise, consultation and assistance in the design layout and maintenance for the website of a national organization that educates the community at the local, state and national levels.