

Julie Gumm

- Objective** To obtain a project management position in Web communications where I can use my expertise in marketing, communication, graphic design, writing and editing.
- Experience** **July 1995 - Present PRIMEDIA Workplace Learning, 4101 International Parkway, Carrollton, TX 75007**
- Manager, Web Design & Operations (Dec. 2000 – Present)
- Supervised Web designers and content coordinator in day-to-day operations of 29 company Web sites. Collaborated with marketing and product development teams to determine goals and objectives for each site.
- ✍ Proposed consolidation of 29 product-specific Web sites into 7 market-specific sites. Developed project plan and team to accomplish goals.
 - ✍ Evaluated current e-commerce system and recommended changes. Collaborated with developers to implement and test new system.
 - ✍ Produced HTML-based e-mails that promoted products for targeted e-mail campaigns. Recognized a 10 percent response rate.
 - ✍ Recognized by Vice President of Market Development for outstanding customer service for providing online solution to customers request for collateral materials.
 - ✍ Managed department budget and recognized savings of 20 percent.
- Consumer Experience Manager/Audience Development (Feb. 1999 – Dec. 2000)
- Responsible for increasing traffic to company Web sites. Also served as user interface designer, creating organized site structures and working with Web designer to ensure Web site usability.
- ✍ Created 7 advertising campaigns to increase traffic to 29 product-specific Web sites. Interfaced with product group and Art Department to design and implement offline and online advertising.
 - ✍ Increased overall Web traffic 165 percent by initiating online and offline advertising campaigns and optimizing search engine placement.
 - ✍ Conducted one-on-one usability testing of beta Web site to analyze navigation and design.
 - ✍ Compiled usability testing data, reported findings to development team, and recommended changes.
- Manager of New Media (Feb. 1998 – Feb. 1999)
- Managed staff of 3 Web site designers to create and maintain 29 Web sites.
- ✍ Designed and maintained company's first Intranet. Collaborated with department contacts and trained them to maintain their own department Intranet.
 - ✍ Decreased overnight shipping costs 30 percent by implementing system for sales to distribute marketing materials online.

Web Site Designer (April 1997 – Feb. 1998)

Created and maintained product-specific Web sites.

☞ Designed 8 new Web sites. Organized site structure and created graphics.

☞ Consulted with National Sales Managers and Product Development teams to establish goals and objectives for product Web sites.

☞ Maintained 10 existing company Web sites, making textual and graphic changes as required.

Manager, Media Applications (July 1995 – April 1997)

Responsible for writing, editing and design of external communication tools including marketing pieces and Web site.

☞ Wrote and designed course collateral materials for distribution to 2,500 customers.

☞ Developed and maintained Web site to support 20 K-12 distance learning courses.

☞ Decreased shipping costs 20 percent by implementing online distribution of collateral materials.

☞ Hosted a twice-weekly half hour television show for high school seniors that showcased different colleges in the U.S.

Jan. 1995 – July 1995 ECS Learning Systems, P.O. Box 791437, San Antonio, TX 78279

Editorial Assistant/Layout Artist

Served as layout artist for educational publishing company.

☞ Designed K-12 educational books, producing eight books.

☞ Prepared books for printing by outside printing company.

☞ Served as assistant editor on four books for grades 6-8.

Education	John Brown University Siloam Springs, AR 1991-1994 ☞ B.A., Journalism; minors in Graphic Design & Business Administration. ☞ Graduated Cum Laude.
Professional Education	Situational Leadership (August 1998); Branding Equity (August 1998); Marketing in the 21 st Century (September 1998); Advertising on the Internet (November 1998 & April 1999); Internet Business Strategy (April 1999); Web Usability (January 2000); Web User Interface Design (January 2001)
Software & Programming	HTML, JavaScript, Flash, Acrobat, Dreamweaver, Fireworks, FrontPage, Photoshop, Illustrator, Pagemaker, Publisher, Microsoft Office Suite, Docent Desktop
Other Skills	Trained in Web site usability testing. Excellent written and oral communication skills. Proven leadership and decision-making ability. Ability to interface well with people at all levels of the company. Experienced in on-camera presentations, including live TV.
Portfolio	Portfolio of work available at www.digitalwavedesign.com .