



Vicki Anzmann
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Software

Adobe Photoshop, Illustrator,
InDesign, Dreamweaver,
Bridge, Flash, AfterEffects,
Premiere Pro, Audition,
Camtasia Studio,
Microsoft Visual Studio,
Expression Web, Access,
Silverlight, Word,
Excel, PowerPoint
Keynote
WordPress, Ektron, MODX

Programming

HTML, XHTML, CSS,
JavaScript, jQuery, C #,
Visual Basic, Java, PHP
ASP.NET, Ajax, SQL

Other Skills

Archival Digital Printmaking
Photography

Experience

October 2014 - Present

marketing communications specialist

- Develop marketing communications materials including: newsletters, web pages and content, email marketing, video/multimedia, brochures, product slicks
- Implement new and enhance current email marketing program; design and code responsive HTML emails to be viewable across all browsers, including mobile
- Edit and produce videos, including software tutorials and multimedia presentations

November 2011 - September 2014

web and graphic designer

Cultural Vistas, Columbia, MD

- Design and develop new web content/pages, support website through CMS
- Design visual and multimedia communications including marketing materials, brochures, email newsletter, email campaigns, press releases, web presentations (webinars), videos, web advertisements, infographics, posters, business cards
- Launch and manage participant engagement activities; create web pages, email campaigns, collaborating with other departments to develop and implement
- Utilize social media in conjunction with web page resources, press releases, and other channels to promote programs, engage community, make announcements
- Monitor web analytics, producing reports and recommendations for improvements
- Prepare work for out-sourced printing
- Manage, administer, support Adobe Connect collaboration software for organization

January 2011 - Present

graphic/web designer and developer

Freelance Design and Development

- Web design and development utilizing HTML5, CSS3, jQuery/JavaScript, Bootstrap, ASP.net
- Email marketing
- Social media marketing
- SEO and web analytics
- Graphic design, including logo design, business card design
- Photography and Videography

2007 - 2011

columnist

Kohn Creative/Carroll Magazine, Westminster, MD

- Collaborated with local businesses and merchants to research and produce column for bi-monthly magazine, meeting editor's goals and expectations of readers

1988 - 1994

network manager/computer specialist

Manekin Corporation, Columbia, MD

- Managed computer network for entire organization
- Analyzed user requirements, developed customized software solutions Developed and delivered in-house computer training, including creation of course curriculum and materials
- Provided technical support for five regional offices (internal help desk)
- Project management for selection of in-house property management hardware and software solution; proposal creation; recommendation; purchase and installation oversight; ongoing technical account management

Professional Affiliations

AIGA - Board of Directors
Baltimore InDesign User Group
B'more Creatives

Education

Web Development, Graphic and Web Design Certificates
Carroll Community College

Bachelor of Arts
UMBC