



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, PHP
ASP.NET, SQL

Other Skills

Archival Digital Printmaking
Photography
Videography

Experience

January 2019 - Present
VA Design, Westminster, MD

freelance marketing professional

- Experienced marketing professional specializing in small business strategy, development, guidance and solutions; strategic marketing and communication plans including website, social media, email, and multimedia solutions

November 2015 - December 2018
Creativation Marketing, Baltimore, MD

chief creative officer

- Transform client ideas and general concepts into actions, projects, and completed products or messages
- Lead and orchestrate brand and creative development to bring innovative solutions
- Develop design concepts that further client brand identity
- Formulate short and long term creative goals and strategies for achieving them

October 2014 - November 2015
RoamRight Travel Insurance, Hunt Valley, MD

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
Cultural Vistas, Columbia, MD

web and graphic designer

- 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
Freelance Design and Development

graphic/web designer and developer

- 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