

Marina V. Rodriguez

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SUMMARY

Web Design / Multimedia Development / Content Editing

I am a Military Spouse highly skilled in Web Design with an impressive portfolio and a history of success in driving online traffic and revenue for diverse industries. Passion for creating sharp, professional, unique, and user-friendly designs that immediately attracts clients. Skilled in developing high-impact web sites, marketing materials, brand identities, and color schemes. Track record of meeting the most demanding deadlines and communicating effectively with cross-functional teams to exceed goals and develop compelling web material. Dedicated to finding the most cost-effective and creative solutions for all challenges. Known for taking a hands-on approach when collaborating with clients and bringing creative concepts to life. Fluent in Spanish.

KEY SKILLS

- Web Site Design & Site Construction
- Digital Photography & Image Optimization
- Database Design & Information Architecture
- Site Navigation & Wireframe Development
- Motion Graphics & Flash Animation
- Search Engine Optimization (SEO)
- Audio & Video Editing
- Graphic & Print Design
- Logos & Typography
- Newsletters & Catalogs
- Layouts & Compositions
- Word Press Developer
- Multimedia & Interactive Content
- Online Marketing & Social Media
- GUI & Landing Page Improvement
- Client Service & Creative Insight
- Brand & Content Management
- Email Graphics & Banner Ads

TECHNICAL

- Adobe Creative Suite: Photoshop, Illustrator, Flash, Acrobat, In Design, Premiere, After Effects, and Encore.
- Apple Final Cut Studio Suite: Motion, Soundtrack Pro, and DVD Studio.
- Microsoft Office Suite: Word, Excel, Outlook, and PowerPoint.
- Languages: JavaScript, HTML, CSS.
- Platforms: Windows and Mac OS.

EXPERIENCE

04/21 | Present **Web Master / Volunteer**

It's a Military Life, Daegu, South Korea

Redesigned It's a Military Life website to be more user-friendly and to showcase the growing company.

Performed UI designs, created reusable objects, & wireframes for web pages as well as email templates.

Managed Word Press site with maintenance updates, expansions, and scaling of each design.

Perform regular file backups to local directories for recovery.

Formatted images, Redesigned the logo, updated images for better loading times on website.

Edited site content to ensure search engine optimization (SEO).

Increased traffic to site which increased user sign-ups by 15%

Delivered Results:

- Provided expert troubleshooting for usability testing to validate designs. Successfully restructured and optimized the web site by improving the user interface.
 - Customized WordPress plugins and theme to better utilize content and drive more traffic.
 - Created High Resolution Logos in Adobe Photoshop for better access and editing.
 - Developed and designed a user-friendly web experience for users.
 - Collaborated with marketing teams to develop innovative ways to deliver optimized content based on the user's experience.
 - Monitored and provided analytics reports.
 - Maximized keyword content, titles, and meta tags.
 - Increased user sign-ups to Veteran Program by 15%
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11/14 | 07/16 RETAIL SALES ASSOCIATE

Marine Corp Exchange Camp Elmore, Norfolk, VA

Receives payments, bags or wraps merchandise and completes related sales records.

Verifies personal checks and credit cards.

Assists in inventories, ensures proper accountability and security of assigned areas.

Advises supervisor of damages, out-of-stock and/or slow-moving merchandise.

Performs general housekeeping duties.

Balances register, keeps track of all coupons, assists other associates when needed.

Delivered Results:

- Supported store profitability through customer service and sales activities.
 - Promoted merchandise combinations in accordance with specific performance objectives.
 - Trained newly hired sales associates on point-of-sale (POS) system.
 - Educated customers on promotions to enhance sales.
 - Promoted customer loyalty and consistent sales by delivering friendly service and knowledgeable assistance.
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07/04 | Present WEB DEVELOPER

MRodriguez Interactive Design,

Design and build web sites with custom graphics.

Effectively work with a wide variety of companies and business owners while seamlessly coordinating different assignments.

Capitalize on unique and challenging web design opportunities.

Provide expert troubleshooting and usability testing to validate designs.

Format images, design logos, and acquire audio assets.

Obtain key certificates and clearance to use copyrighted material.

Continually analyze performance data and create automatic data/content storage systems.

Delivered Results:

- Developed innovative navigational methods, link strategies, and web infrastructures.
 - Improved search engine rankings and web site traffic by strategically creating and editing site content to ensure search engine optimization (SEO). Maximized keyword content, titles, and Meta tags.
 - Quickly grew business with word-of-mouth advertising; developed a sterling reputation for doing whatever it takes to deliver superior products and design concepts to all clients.
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11/09 – 12/09 | WEB DEVELOPER / RE-RE-DESIGN

05/12 – 06/12 *The Feehan Studios, San Diego, CA*

Expertly created custom graphics, Uploaded image assets, managed site content, and provided troubleshooting.

Developed and designed new web interface, layouts and site graphics.

Designed a new user-friendly interface for web site as well as for the mobile version.

Installed WordPress for client for more web development for future uses.

Delivered Results:

- Successfully restructured and modernized the web site by improving the gallery, adding video feed, and updating the user interface.

Client Testimonial: "Marina transformed the first version of The Feehan Studios website into a professional, clean, and easy to navigate environment. The paintings on my website are now viewable in a more user-friendly way. Marina is a wizard of web sites and I would not hesitate to hire her again." - Christy Feehan Ross.

08/11 | 03/2012 WEB DEVELOPER

Allertone Studios, Bronx, NY

Utilized digital graphical design tools including Adobe Photoshop and Dreamweaver to enhance imaging and virtual appeal of website.

Provide comprehensive technical knowledge of HTML programming and JavaScript coding for follow-on maintenance and development.

Delivered Results:

- Responsible for the overall web project management from conceptualization stage to its implementation.
 - Expertly handled the graphic design and execution of company website including navigation, writing HTML and JavaScript, and optimization of web graphics.
 - Responsible for quality assurance of finished websites including the validation of web forms, links, email, and debugging and testing of code.
 - Expertly Edited and uploaded image and video assets for gallery, managed site content, and provided troubleshooting.
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01/08 | 11/08 Assistant Web Developer / Junior Editor

Legend Films / RiffTrax.com, San Diego, CA

Maintained corporate and affiliate websites for Legend Films Inc, Rifftrax.com, and the official web site of Shirley Temple.

Edited and updated interactive media content and product pages.

Developed and uploaded custom graphics and image assets; acquired image and audio assets.

Prepared emails showcased in the weekly newsletter.

Created movie trailers, edited videos, created DVD menus, and encoded video in multiple formats.

Transferred film to video and Converted 24 frames per second into 29.97 frames per second.

Delivered Results:

- Accurately synchronized multiple audio files with video clips used for web site downloads.
- Significantly improved Shirley Temple web site through color enhancement, image manipulation, and interface development.
- Optimized visual appeal of the RiffTrax web site by capitalizing on page space opportunities to relocate banners and upload images. Updated the shopping cart.

08/2001 | 11/2001 Clerk

Metropolitan Hospital, New York, NY

Registered all incoming patients and managed all outgoing accounts.

Served as a translator between Hispanic patients and doctors.

Scheduled all appointments and organized monthly planner.

Adopted and managed a company-based software program called Intellus to request patient charts and other information.

Organized, managed, and maintained patients' daily charts.

Delivered Results:

- Maintained excellent relationship between patients and providers.
- Facilitated patient flow by notifying the provider of patients' arrival, being aware of delays and communicating with patients and clinical staff.
- Created and established files for new patients.
- Collected and verified patient demographics such as personal, healthcare, and financial information.

EDUCATION

Bachelor's Degree - Interactive Media Design (*Honor Roll, Deans List*)

The Art Institute of California-San Diego

Certification – Front-End Web Development

VIT/Vets in tech