

# Kristin L. Palermo

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## Summary

Talented and motivated creative professional with 3 years experience in website design and development. I have built sites from design through development, including back-end CMS integration for easily updatable dynamic pages.

## Skills

<i>Programming Software</i>	HTML, CSS, PHP, XML, ActionScript 2, JavaScript Adobe Dreamweaver, Photoshop, Illustrator, Flash; Combustion, 3D Studio Max, Alias Maya, Microsoft Office
<i>Operating Systems</i>	Windows 98/XP/Vista, Mac OS X

## Experience

### **Web Designer, April 2009 to Present**

#### **Apple Vacations, Newtown Square, PA**

Produce web pages for sales campaigns for Apple Vacations, USA3000 Airlines, and USA3000 Vacations. Update Apple Vacations' Blog, The Juice. Create e-mail blasts and banner campaigns to drive traffic to Apple Leisure Group's sites.

### **Graphic Design Specialist, March 2008 to February 2009**

#### **AYC Media, Philadelphia, PA**

Designed websites and e-mail newsletters for bars, restaurants and city guides. Performed front-end and flash development for sites and newsletters using HTML, CSS, JavaScript and PHP. Programmed PHP forms for secure communications. Compiled information from 40+ clients into newsletter templates weekly, made e-mails CAN-SPAM compliant, and maintained mailing lists.

### **Web Designer, June 2007 to March 2008**

#### **Myers Commerce Solutions, Malvern, PA**

Worked directly with clients to create dynamic PHP-based websites that met their needs. Modified custom Content Management Systems using PHP and MySQL to allow clients to easily update their sites. Worked with designers to create banner campaigns for projects such as My Word Coach and the Cosmic Family.

### **Training Co-op, April 2006 to September 2006**

#### **DuPont Marshall Laboratory, Philadelphia, PA**

Created interactive Flash programs for recurring government-mandated training to save time and money wasted on in-person training sessions.

## Education

### **Bachelor of Science in Digital Media, June 2007**

Drexel University, Philadelphia, PA

Honors College, Art History Minor, Cumulative GPA: 3.7