

Justin Shumaker

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EXPERIENCE & QUALIFICATIONS

Through positions at several companies and other experiences, I have developed skills and abilities in the following areas:

Interpersonal relations: Helping others through training and education; cooperation and collaboration with co-workers and clients; explaining technology and enabling others to use it; public speaking and presentation.

Communication, marketing and advertising: Web site conception, design, and development; creative and persuasive writing; online advertising development and measurement; proofreading and editing; presentation of marketing ideas and executions.

Computers and Internet: Mac and Windows operating systems; Adobe creative applications, particularly Photoshop; Apple creative applications; Microsoft Office applications; Web site development, including design, HTML, CSS, JavaScript, PHP, and Search Engine Optimization.

EDUCATION

1992-1996: B.A. in Advertising with Marketing minor, Texas Tech University; 4.0 cumulative grade point average; creative director of senior-year competition advertising team; two-year sales representative for student newspaper.

EMPLOYMENT

January 2009 - present: Internet Specialist, *Kerrville Daily Times*

Hired to improve *Kerrville Daily Times*' online presence. Develop Web advertising plans for local clients, enhance the Web site's content, plan strategies for the online newspaper's continued innovation, and cultivate newspaper's presence on social networking sites.

Aug. 2007 - Nov. 2008: Director of Marketing, Real Estate Concepts, Amarillo, Texas

Directed all marketing for the company, including Web site development and promotion, print advertising design, outdoor signage, and collateral materials.

Feb. 2006 - Aug. 2007: Marketing specialist, Web developer, and IT support specialist, Maxor Corp., Amarillo, Texas

Redesigned interface of complex network of Web sites. Assisted a variety of employees and customers on IT help desk with hardware, application, and network support. Designed marketing materials and gave presentations to key staff. Learned to administer and troubleshoot claims adjudication systems. Wrote responses to requests for proposals.

Jun. 2004 - Jun. 2005: Web application designer, Portiva Corporation, Amarillo, Texas

Redesigned interface of Java-based survey component of software suite. Designed interface for Web application using HTML/CSS, JavaScript, and related technologies.

Feb. 2004 - present: Freelance multimedia designer

Developed print advertisements and maintained Web site for Real Estate Concepts, an Amarillo brokerage; designed Web sites and advertising materials for various local businesses; produced multimedia (slide shows, movies) for clients.

2001 - Feb. 2004: Director of New Media / Webmaster, *Amarillo Globe-News*

Directed production efforts of New Media department and served as liaison to other departments and upper management. Oversaw development and maintenance of *Amarillo Globe-News* Web site, amarillo.com, and a variety of ancillary sites. Designed or advised development of many commercial Web sites for local businesses. Worked with journalists to enhance news with additional online content. Maintained departmental budget. Collaborated with marketing director on events, trade shows and media-based advertising.

1999 - 2001: Web Developer, *Amarillo Globe-News*

Developed Web sites and online advertisements for customers while maintaining and updating *Amarillo Globe-News* sites.

1998 - 1999: Online Sales Representative, *Amarillo Globe-News*

Cultivated and maintained a list of advertisers to whom I sold Web sites and online advertising programs. Also developed self-taught skills to create products I sold.

1996 - 1998: Retail Advertising Sales Representative, *Amarillo Globe-News*

Sold print advertising to a list of clients while seeking new business and assisting in layout and design.

REFERENCES

Garet von Netzer | Former Publisher, *Amarillo Globe-News* / Freelance client | 806.353.7116

Patrick Stahl | Broker, Real Estate Concepts | 806.433.2551

Jo Tyler Bagwell | Former Director of Marketing, *Amarillo Globe-News* | 806.367.3720