

KAREN D. KNEISLEY

20278 Carlyle Drive
Strongsville, Ohio 44149
kd@manipadmedesigns.com
440-638-4120

OBJECTIVE

Skilled web manager, designer and wordsmith with more than 10 years of experience seeking related position at an academic institution.

SUMMARY OF EXPERIENCE

Web Content Management and Design

- Creating, posting and updating content and graphics using content management systems, social networking sites, offline applications and manual coding
- Preparing and maintaining extensive online reference and users databases using relational tables
- Marketing digital and print products through e-commerce systems, email lists and banner ad programs
- Employing web metrics, campaigns and SEO; analyzing tracking statistics; adjusting content and features to increase viewership and ensure continued ROI
- Implementing website concepts, designs and interfaces with Director of Marketing, CFO and web development team

Graphic Design

- Preparing and converting photographs and other graphics for print, web and crossover
- Designing and composing print and web layouts
- Implementing visual identity systems

Editorial

- Writing news releases, catalog descriptions, promotional copy, email marketing and reference materials
- Proofreading and fact checking

Technical Support / Customer Service

- Providing internal office support including software and application training and advice; hardware installation and troubleshooting; and technology purchase decisions
- Managing end user web interface, upper-tier customer support and email opt-in programs
- Ensuring success of e-commerce transactions

COMPUTER PROFICIENCIES

- At ease on Mac, Windows platforms
- Solid knowledge of HTML, CSS; familiarity with Javascript and PHP
- Extensive applications background

Adobe Creative Suite	Microsoft Office Suite	Open Source	Web Trends
PhotoShop	Word	OpenOffice	Google Analytics
DreamWeaver	Excel	WordPress	Google Optimizer
InDesign	Access	Joomla	Google AdSense
Illustrator	Outlook	Google API	AWStats

- Practical grasp of Web 2.0 functionality, including forums, blog commenting, and social networking sites
- Hands-on experience with hardware, software, peripherals installation
- Demonstrated aptitude for problem solving and acquisition of new technical skills

EDUCATION

Ohio State University

Bachelor of Fine Arts, 1986

Graduate coursework, 1990-1991

EMPLOYMENT HISTORY

Freelance / ManipadmeDesigns.com

Various clients including Random House, Black Dog Leventhal, Shaker Heights League of Women Voters

Photographic Editor, Graphic Designer, Website Designer

1990 - present

Kovels Publications / Kovels.com / Antiques, Inc.

Shaker Heights, Ohio

Photographic Editor and Web Content Manager

January 1996 - Present

National Heisey Glass Museum

Newark, Ohio

Curator and Registrar

March 1993- December 1995

Columbus Museum of Art

Columbus, Ohio

Public Relations Assistant, Publications Coordinator

August 1987- August 1991

Online Computer Library Center (OCLC)

Dublin, Ohio

Retrospective Catalog Converter

August 1986- August 1987

Ohio State University

Columbus, Ohio

Work Study Program

References are available upon request.

Brief portfolio available on ManipadmeDesigns.com.