

Everett C. Hinson II

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Professional Skills/Experience – Combined 7 years

- Personal portfolio – <http://everetthinson.com>, Freelance portfolio – <http://mup2.com>
- Group Work/ Project Management/ Lead Designer/ Trade Show
- Proficient in Microsoft Office Products, Word, Visio, Excel, Power Point
- Proficient in the use of Adobe/ Macromedia Products, Dreamweaver, Freehand, In Design,
- Photoshop, Illustrator, Image Ready, Page Maker
- XHTML, JavaScript, PHP SQL, ASP, XML, DHTML, AJAX, Flash, CGI
- Agency Sales Experience, Hitbox Analytics, Social Media, Web 2.0 Technologies
- SEO, PPC, PFC, SEM, Web 2.0 Techonologies, RSS, podcast

Work Experience

Mount Up Productions

[Freelance]

Grand Prairie, TX

September 2001-Present

- Project and product management, Web and Print
- Wikis, Drupal, Joomla, Cube Cart, LAMP Environment
- Graphic Design, Publishing, Advanced Web Scripting
- Serve various roles from consulting, co-ops, design, development, scripting, lead, independent social network projects
- Email marketing using PHP List, Outlook, Link baiting, analytics

Texas Instruments

[Front End Developer, Corporate Communication Services]

Dallas, TX

August 2008 - Present

- Build corporate emails for newsletter distribution
- Construct landing pages for products
- Build entire campaign websites Ex. TI United Way Live United Campaign
- Collaborate using Sharepoint,

Boy Scouts of America

[Website Administrator, Audio Visual, Contract]

Irving, TX

Feb 2008 – August 2008

- Web content management for 35+ inter/intranet sites
- Developed Web Apps for Automation and workflow using PHP
- Cross departmental collaboration, print/ web/ AV
- Manage multiple projects using project management software
- Used asp.net based CMS, Sitecore, Dreamweaver
- Projects completed on time and within budget

Idearc Media/ SuperPages.com

[Web Developer, Contract]

Coppell, TX

June 2006 – Feb 2008

- Web site builds, revisions using Netopia, Dreamweaver
- Optimized customer profiles for search engine and directory based queries
- Worked in fast paced agency workflow, used VISION CRM
- CRM, CSS, SEO, PPC, PFC

SANMA, Inc.

[Sponsor Relationship Specialist/ Webmaster, Contract]

Arlington, TX

October 2005 – April 2006

- Designed Newsletters & Brochures
- Managed multiple websites, Managed Branding efforts, Developed Press Kits
- Direct Marketing, used ACT CRM
- Optimized site tags, images, titles, maps, domains, descriptions and copy for search engine

Awards By

[Graphic Artist]

Fort Worth, TX

April - June 2004

- Designed graphics for sublimation transfers
- Customized Logos for promotional material
- Corel Draw, Photoshop, Illustrator
- Laser engraving, and hand engraving

Education

University of Texas at Arlington

Arlington, TX

Awarded Bachelor of Arts in Communication

Major: Communication Technology - Minor: Business Administration