

JANNICE AL-MANSUR

◆ Kennesaw, Georgia 30144

(770) 783-0230 office ◆ (770) 256-1000 cell ◆ jannice@redberryservices.com

2014

Dear Sir or Madame,

Please review my attached resume in consideration for an existing opportunity for a web designer within your group. I am an exemplary contributor as evidenced in the results experienced by my clients. I provide a comprehensive solution for my small business clients which has provided me with broad experience from scoping, planning and management of multiple design projects through the various phases that include concept, definition, launch and maintenance.

Responsibilities and Qualifications:

- Create strategic solutions that balance my client's user and business objectives. Developing concepts, creating client presentation site mock-ups, designing website layouts and markup for my clients' sites reflecting the leading industry standards for successful visual branding within their markets.
- Manage external visibility optimization including SEO, and online publishing, as well as the creative and content assets for Social Media sites and Blogs. Optimizing my clients' sites to be findable for their top key-word phrases by conducting extensive Google keyword research and then implementing a keyword rich content strategy that is built into the sites extending to the file structure and the naming convention for the site assets.
- Developing websites based on agreed upon project creative brief which details a project and defines the strategy, site architecture and navigation, maps out user flow and experience, and defines high-level interaction.
- Implementing the coding of the site with HTML, HTML5, CSS, CSS3, MySQL and Javascript/JQuery using Adobe master collection CS6 tools Dreamweaver, Photoshop, Illustrator, and Fireworks. Expert with Adobe Business Catalyst CMS hosting platform. Designing layouts which includes viewport targeted responsive mobile web design for devices, including desktop, mobile and tablets.
- Managing social media content marketing strategies, creating blog posts and newsletter templates for marketing campaigns as part of ongoing client website maintenance. Also creating desktop print media such as business cards, brochures, sales briefs, car tags, magazine layouts, posters and convention signage in InDesign, Photoshop and Adobe Acrobat X Pro.

Please review my enclosed resume in consideration for this currently available role within your team. I am available to discuss this role; please call me at 770.256.1000.

WORK SAMPLES

All Access Agency Insurance of Decatur, GA**November 2011 to present**

In May 2012, Redberry Designs launched a new website, corporate image and marketing plan for All Access Agency Insurance. The Agency is dedicated to being a primary community insurance solution resource; The new online informational website provides the local community access to insurance products. The Agency's new website features an easy convenient online quote process for a range of comprehensive insurance products.

Main Site: <http://www.allaccessinsurancequote.com/All-Access-Agency-Insurance-Quote/index.html>

Mobile Responsive Site: <http://m.allaccessinsurancequote.com/All-Access-Agency-Insurance-Quote/atlanta-ga-mobile-insurance-site/all-access-insurance-quote-mobile-home>

Spirit of Life Traditional Midwifery, of Miami FL**May 2010 to present**

In May 2010, Redberry Designs launched a new site for Spirit of Life Traditional Midwifery under the auspices of Sheila Simms Watson, Florida Licensed Midwife. The website is an education resource for childbearing women seeking to have their babies at home with a midwife covering such topics as nutrition, exercise, tests, water birth, preparation for birth, the art and practice of traditional midwifery and holistic health.

Read The Full Case Study:

http://www.redberrydesigns.com/RedberryServices/site/BrandingSuccessStories_SOLTM.html

Visit The Site: <http://www.spiritoflifemidwifery.com/>

Samples of Desktop Publishing Assets

Visit The PDF: <http://www.redberrydesigns.com/images/Desktop-Assets-Redberry-Designs1.pdf>

<http://www.redberrydesigns.com/images/Desktop-Assets-Redberry-Designs2.pdf>

<http://www.redberrydesigns.com/images/Desktop-Assets-Redberry-Designs3.pdf>

<http://www.redberrydesigns.com/images/Desktop-Assets-Redberry-Designs4.pdf>

WHAT JANNICE'S CLIENTS ARE SAYING

"Redberry Atlanta Website Design is a small business owner's dream. Their intuitiveness, professionalism and results are stellar. It took less than 10 days for me to receive my first booking from the site and since then my appointment book is full. I am booked solid up to November! Redberry Designs raised my profile so much that I was even contacted by a national cable TV broadcaster that wants to produce a show about me and traditional midwifery homebirths. Redberry Design moved my site to the top search results ranking for my top four major keywords!"

Sheila Simms Watson - The Miami Midwife

Licensed Midwife - Spirit of Life Traditional Midwifery, LLC

"I have been receiving quite a lot of feedback from our site, and I didn't even know what Redberry Designs had up yet, as I have been going nuts catching up on some really big orders. I looked tonight and IT LOOKS GREAT!!! It is exactly what I am looking for. I have already received some very large orders from the site. WOW! I am on the Top of Page One for my best selling product line! Again, thank you for all that your team has done to brand Quest Medical Supply. THE SITE LOOKS GREAT!!!"

Clint Courson - QuestMedicalSupply.com

Owner and Managing Partner of Quest Medical Supply, INC.

"As a board certified Podiatric Surgeon, specializing in foot and ankle trauma and diabetic wound healing, I am not a computer wiz. My focus is on saving the lives of and enhancing the quality of life for my patients. Like any small practice we needed marketing help and a functioning website. Redberry Website Design, has rebranded my clinic image, provided enhanced tools that allow patients to book appointments and complete forms online. At a fraction of what it would have cost me to have four web specialists working for me. With a brand new domain name and my site has already reached page one in my local search area."

Gary W. Chessman DPM, FACFAS - PodiatryOrlando.com

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SUMMARY

Self-motivated, proactive web designer offering 4 years of practical experience. Skilled at performing web design and production tasks using Dreamweaver CS6, CSS3, HTML and HTML5 with light JavaScript and JQuery. Expert level experience with Adobe Business Catalyst Web Content Management System. Characterized as forthright and reliable; committed to completing projects and supporting subordinates and peers. Recognized for possessing proven motivational leadership, strategy development and training abilities. Demonstrated talent resolving customer-related problems while being responsible for designing, developing, and maintaining standards compliant content-based websites.

PROFESSIONAL EXPERIENCE

2008 – present

Independent - Web Designer - SEO Expert - Content Management System

Partners with sales team and guides their clients through the complexity and detail of developing content, strategy, and tactics for showcasing their products and services on the internet.

- Recognized as a consummate professional, working collaboratively with her clients crafting strategy to helping in their quest for a competitive advantage.
Her clients benefit from improving their online content, increasing credibility, attracting and converting prospects into new customers resulting in successful online businesses.
- Provides website design to create and maintain cohesive brand identity management, social media marketing and strategic planning.
- A graphic designer, search engine optimization specialist and hands-on web designer, with a big picture perspective on real-world business branding strategies. She is an exemplary leader with well developed skills in relationship management, process and procedure development and implementation.

Website Development:

- Researches, and maintains creative marketing communications using, HTML, CSS, JQuery, JavaScript, Adobe CS6 software, and versed in current industry website development technologies.
- Designs websites and web based applications coded for Search Engine Optimization (SEO) and designed to suit project needs and maintain consistency in brand integrity.
- Creates custom concept and design, graphical templates, and other graphical elements for various web based projects. Including presentations, RFPs, contracts and project development agreement for full project scope and budgeting.
- Ensures site design integrity and quality control consistency throughout a projects lifecycle.
- Creates metrics reports and performs metrics analysis. Reviews web site statistics and uses findings for webpage, campaign, and search engine optimization and keeps clients up to date on statistics through regular client meetings.
- Troubleshoots error messages and presentation issues. Writes user documentation and guidelines, including customer training modules and conducting remote webcasted and onsite customer training programs.

WORK SAMPLES -

Main Site: <http://www.redberrydesigns.com/>

Project Portfolio: <http://www.jannice.info>

EDUCATION & PROFESSIONAL DEVELOPMENT

Web Design & Web Development Certificate, Emory University CEU, current
B.A., HRM, American Intercontinental University, 2005, Summa Cum Laude, GPA: 3.91/4.0

TECHNICAL SKILLS

HTML, HTML5, CSS, CSS3, JavaScript, jQuery, MySQL, Responsive Mobile Web Design, Adobe Master Collection CS6, Adobe Dreamweaver CS6, Adobe InDesign CS6, Adobe Illustrator CS6, Adobe Photoshop Professional Extended CS6 and Adobe Presenter 7, Adobe Captivate 5.5, Adobe Business Catalysis CMS, Basecamp Project Mgt, PeopleSoft Version 8, Lucent Call Center Management software, MS Office 2007 Suite.

PROFESSIONAL AFFILIATIONS

Atlanta HTML5 User Group, Atlanta Web Design Group, The Atlanta JavaScript Meetup Group, TRC Presents Web Development Classes

PROFESSIONAL EXPERIENCE Continued...**BOSTON SCIENTIFIC CORPORATION/ GUIDANT CORP., Atlanta, GA** **2004 – 2008**
HR Sales Center of Excellence (COE) Coordinator

Partnered with Sales HR Director and Regional Managers to develop and oversee implementation of national HR programs and projects across all Field Sales divisions.

- Created a diversity recruiting fair serving 900+ candidates. Recognized by VP of Diversity for best event ever held. Also led to several in-house hirings.
- Recognized for outstanding work as on-site coordinator of Command Center during divisional reduction in force. Created communications, facilitated HR and manager training, coordinated notifications, supervised and supported the Event staff and managed outsourced vendors.
- Conducted investigations and research of employee benefits, disciplinary and policy violations issues. Devising, communicating and executing on recommendations for corrective actions for performance improvement plans. Designed an electronic event satisfaction and professional development survey. Resulted in several new national initiatives improving morale and performance.
- Successfully managed all facets of major HR initiatives, including staffing, locations, budgets, educational sessions, signage, agendas, special events, communications and registrations.
- Developed and maintained tools to track and analyze success of Human Resources and Operational initiatives, then actively coaching and counseling leadership on strategies to act on results.

MARRIOTT INTERNATIONAL, Atlanta, GA **1995 – 2004**
Operations Manager, Marriott ExecuStay (2001 – 2004)

Successfully directed operations for a national customer service contact center and led team of twelve in day-to-day processes.

Director of Center Operations, Worldwide Reservations Sales Center (2001)

Oversaw the operations of a 300-seat in-bound worldwide sales call center and managed operations for several departments: Sales Operations, Training and Quality Assurance. Allocated resources, managed daily operations, and scheduled responsibilities.

Revenue Manager, Marriott Marquis Hotel (1999 – 2001)

In addition to monthly forecasting functions, supervised revenue, group housing and advanced deposits coordinators, and maintained operations.

Manager of Reservations Sales, Regional Reservations Center (1998 – 1999)

Led team of 45 reservations sales agents and supported remaining 135 agents in regional sales center.

Manager of Quality Assurance, Reservations Sales Center (1995 – 1998)

Developed, managed and implemented the quality assurance program for the center. Trained managers, leads and sales agents on compliance techniques for Marriott sales call.