

# LARISSA HARRIS



www.LarissaHarris.com

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Brunswick

GA

31525

## » EMPLOYMENT

June 2000–present

Web site Designer/Developer/Social Media Marketer

Enduring-Design.com

- Planning, design, copy-writing, and implementation of complete web sites
- Implementation and examination of analytics for web sites and social media
- Design logos, print ads, billboards, brochures, car wraps, signs, corporate identity, event posters and more
- Design with standards compliant, browser compatible code, copy-writing for search engine optimization, specializing in wordpress customization
- Maintain superb attention to detail and excellent verbal and written communication skills

2011-present

Graphic Designer

Paramount Printing

I successfully manage and coordinate graphic design projects from concept through completion. I work closely with clients to create a vision, conceive designs, and I consistently meet deadlines and requirements. I prepare the files for expert production quality while utilizing the most cost-effective printing strategy.

July 2005 – May 2010

Assistant Marketing Director

Jekyll Island Authority

- Oversaw marketing programs from inception to completion including event management, outbound/inbound communications, online advertising, email campaigns, promotional offers, website content development, press and media relations
- Examination of marketing statistics to determine advertising and product development strategies
- Developed creative targeted marketing and killer lead generation skills, and an analytical aptitude in tracking and determining market performance

July 1998 – February 2002

Creative Developer

SmartOnline.com

- Managed creative and usability analysis teams. Studied focus groups and web analytics to determine user interface design
- Created website and online application content. Specialized in user-centric UI

## » PROFESSIONAL SKILLS

Photoshop  
Illustrator  
InDesign  
CSS/HTML  
Javascript  
Dreamweaver  
Wordpress Customization  
MS Office  
Copy Writing  
Facebook Customization  
SEO

## » EDUCATION

Bachelor of Arts  
in Communications  
East Carolina University  
Greenville, NC

Multimedia  
NC School of  
Communication Arts  
Raleigh, NC