

ANGELA SPEED

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OVER 20 YEARS EXPERIENCE:

Signet Jewelers, Formerly Zales Corporation, Senior Web Graphic Designer/eComm Digital Promotions Manager/Senior Front End Developer, Website Re-design (October, 2018), 11/2011 - Present

- Maintain Zales.com & PeoplesJewellers.com eComm webstores
- Work directly with print marketing to plan and compliment marketing efforts for an Omni-channel customer experience.
- Implement promotional transitions through email, site updates and site maintenance utilizing four graphic designers and two code specialists, reporting to the Senior Creative Director.
- Lead in transitioning site from HTML to HTML5 (GSI Remote tools), and the redesign of the web stores platform (Hybris) utilizing SEO implementations to increase traffic & test front-end code in multiple browsers, and breakpoints to ensure cross-browser and cross device compatibility.
- Managed Online Credit network for the Zales Credit by CitiBank.
- Utilize database integration in webstore code.
- Research industry trends and competitor websites to provide competitive cross marketing strategies.

Speedsoft, Creative Services Director, 4/2000 - 9/2011

- Managed a Team of Graphic Designers, Front End Developers, Backend Coders and CMS Architects to develop custom content-driven websites
- Sold services to clients: IT, web development, print design & print brokering services
- Developed wireframes and web-site mock-ups for clients to ensure quality control and client satisfaction before project development phase.
- Oversaw the development of web projects to ensure Scope was maintained and redrew contracts when scope changed
- Oversaw the development of Client Websites Utilizing Custom CMS and Graphics
- Contributed to productivity through effective supervision and performing tasks including graphic design and coding where needed to reach time targeted goals
- Provided internet related services to clients including web site design, front-end web development, domain name registration, web hosting, search engine optimization / submission.
- Redesigned the Speedsoft.com website

Freelance Graphic Designer and Web Developer, 1992 - Present

- Provide project development services with multi-level involvement. Including creative direction, content creation, technical/creative writing, design for print, Design for web, web maintenance and full website design, Social and SEO development.

WORKFLOW TOOLS:

SOFTWARE: Adobe Creative Suite (Mac Environment): PhotoShop, Illustrator, InDesign, Dreamweaver, MS Office 360: Excel, Word, Powerpoint, Camex mainframe: Ace, Breeze

CMS SYSTEMS: CheetahMail, Responsys, GSI Remote Tools, Hybris and custom-designed CMS Systems.

CODING LANGUAGES:

HTML5, CSS3 & JavaScript.

EDUCATION:

HTML5 & CSS3 Certification; Digital Training & Design, Inc, Addison, TX; October 2013.

Tarleton State University; Bachelor of Arts Degree, Technical Writing Minor. Graduated May 1993, Cumulative GPA 3.58. Distinguished Student, 1991 to 1993, Lewellen Fine Arts Scholarship Recipient, 1992 to 1993.

MEMBERSHIPS & COMMUNITY

SERVICE:

- Susan G. Komen
- City of Southlake
- Volunteer, Irving Symphony
- City of Grapevine
- City of Mansfield
- Mansfield Area Chamber of Commerce
- Fielder Church (Member 1998 to Present, Volunteer Barista/Shift Manager, Fielder Cafe, 2008 to Present and Graphics Team Leader 2008 to 2010)
- Design Committee, Houston Grand Opera Chairman of the Board, FACS Golf Tournament
- Member, Corpus Christi Advertising Federation
- Volunteer, KEDT Auction
- Volunteer, Habitat for Humanity
- Member, Spouses of Students, UTMB
- Alumni Member, Gamma Sigma Sigma.