

# RESUME of ASHLEY ROSSI

I've been working since the age of 13, and have experienced a wide variety of jobs—fast food service, retail, water slide operator, gardener, caterer, junior high track coach, softball umpire, busgirl, waitress, and ultimately bartender as I worked my way through college. Shortly after graduating with my Bachelors in Business, I took my first office job with Traverse Bay Land Company, a telecommunications tower site acquisition company, as Project Coordinator. Within a year, I transferred to Land Services, Inc., an oil and gas company, with the same title—but projects were slow, so I started redesigning mailing labels and the company website to fill my time. I got hooked. So I hit the pavement with my mailing label “portfolio” in hand searching for a company that would take a chance on a complete design newbie with no relevant education. Deerfield.com took that chance, and I was fortunate to spend over 3 years learning from, and working alongside, an extremely talented, design-educated team of young creatives—an experience that fostered the base IT skills I possess today.

- > Rare right brain / left brain balance—I analyze, research, plan, design, code, write/blog, and can effectively comprehend and translate programmer-speak into non-programmer terms, and vice versa. An extremely handy skill in my industry.

*“Ashley brings a unique blend of stylish front-end design and solid back-end programming skills. A rare combination and huge asset to any creative team or client”*

- Jesse Denherder, Denherder Design

- > 12+ years as a designer of all things web and print, HTML/XHTML/CSS/PHP coder, JQuery user, WordPress custom theme developer, Typepad advanced template developer, social media designer and marketer, Flash animator, video editor, photographer, writer, blogger and search engine optimizer (SEO).
- > Ability to envision the big picture—and research, plan and task the vision—with a solid working knowledge of the required pieces and processes in between.
- > My experience grants me the advantage of efficiency—when issues arise [think code], I can quickly hone in on probable solutions as fix-it attempts A through Z have already taught me what may or may not work in various situations.
- > Solid working knowledge of the big marketing picture—I understand, down to a technical level, how on- and offline efforts work together for the best possible return on investment.

## EXPERIENCE:

[in years]

Adobe Illustrator - 12

Adobe Photoshop - 12

Adobe InDesign - 6

Adobe Premiere - 4

Cross browser compatible (X)HTML - 12

Cross browser compatible CSS - 6

Javascript - 12

PHP - 4

JQuery - 2

WordPress - 4

Typepad - 1

CSCart - 1

Moveable Type - 1

SEO Basics - 10

SEO [In-Depth] - 1

Social Media Marketing - 3

Web & Business Application Development - 1

Basecamp - 3

[I believe that my solid understanding of base code structure and sheer number of years behind a computer—in conjunction with the vast amount of technical instruction online—allows me to pick up new programs, code languages and platforms extremely fast and with ease.]

# RECENT EMPLOYMENT:

**Traverse Legal, Online Operations Manager**—July 2010 - present

**RESPONSIBILITIES:** Lead generation, custom business and web application design, graphic design, development and maintenance of over 100 websites and blogs, identity / advertising design and maintenance, blogging and website copywriting, vendor relations, domain management.

## **NEW SKILLS GAINED @ Traverse Legal:**

1. Typepad platform: Custom advanced template development.
2. WordPress Multisite platform.
3. Expert level SEO, analytics and website copywriting.
4. Customized business and web application planning, design and [some] development.
5. Internet law basics: intellectual property, defamation, cybersquatting and domain dispute issues.

## **CUSTOM WEB & BUSINESS APPLICATIONS:**

### **United States Patent and Trademark Office (USPTO) Scraper Script:**

Research, planning and design of a semi-automated custom direct email marketing web application built off the USPTO database—a daily published XML file of all legal activity relative to trademark applications and registered trademarks alike. The app allows Traverse Legal to directly market to over 80,000 qualified leads. [Actual script development outsourced.]

### **Customer Resource Management (CRM) Design:**

The system was designed to automate the integration of all lead marketing data sources for analysis, and direct internal prospect flow for maximum efficiency. The firm receives between 150 and 200+ prospect contacts per month—a number that has increased with recent development upgrades and SEO tactics.

### **Other system goals:**

- Implement and integrate a call tracking service with keyword tracking and analytics capabilities.
- Implement and integrate a live chat system with keyword tracking and analytics capabilities.
- Integrate web form submission data with keyword tracking and analytics capabilities.
- Define prospect flow and design internal lead rating system.
- Custom reporting screen to display via charts and graphs: top converting keywords, top leads by category of law, etc.

## **DESIGN & DEVELOPMENT:**

- Server migration, upgrade and redesign of 100+ WordPress Multisite blogs
- Redesign and custom theme development of the corporate website as shown @ <http://www.traverselegal.com>
- Redesign and development of Typepad platform based blogs as shown @ <http://tcattorney.typepad.com>
- Facebook Page redesign as shown @ <http://www.facebook.com/traverselegal>
- Twitter background redesign as shown @ <http://www.twitter.com/traverselegal>
- Newsletter design & authoring for email marketing. See **WRITING SAMPLES** below for links to the archived campaigns.
- Research, plan, design and implementation of custom internal marketing systems by making use of publicly released databases of information relative to the trademarking process.

## **Oneupweb, Senior Graphic / Web Designer [promoted to] Web Development Manager**

December 2007 – July 2010

**RESPONSIBILITIES:** Creative Team management [4-8 colleagues at any given time], team time and project management, creative quality assurance, vendor relations, client relations, design, development and blogging.

## **NEW SKILLS GAINED @ Oneupweb:**

1. Video production.
2. All aspects of professional photography.
3. WordPress: custom theme development.
4. Moveable Type platform.
5. Social Media: custom profile design and marketing.
6. Technical blog authoring.
7. Extreme creative thinking.
8. MailChimp: list and campaign management and web integration, custom template design.
9. Team management skills.
10. Accurate time management.
11. Large scale project management.

## ONEUPWEB'S PORTFOLIO OF WORK:

[I do not claim ownership to any of the works listed below—all works are the intellectual property of Oneupweb. The featured projects listed below, as well as many others, were created by the Oneupweb in-house Creative Team between December 2007 and July 2010.]

### [CLIENT] TEAM PROJECTS:

#### **Cherry Bay Orchards** - <http://www.cherrybayorchards.com>

**Responsibilities:** Design, development and project management of a 7 member Creative Team, site navigation planning, some design elements, CSCart development, Facebook Page design as shown @ <http://www.facebook.com/cherrybayorchards>, time management, client relations.

#### **Global Marine Insurance** - <http://www.globalmarineinsurance.com>

**Responsibilities:** Management of a 4 member Web Development team, site navigation planning, some design elements, WordPress custom team development, time management, client relations.

#### **Phoenix Children's Academy** - <http://www.pcapreschool.com>

**Responsibilities:** Time management, site navigation planning, client relations. This site was completed after I left the company.

### [IN-HOUSE] TEAM PROJECTS:

#### **Corporate Website** [2010 W3 Awards Winner for intuitive structure & navigation and video & motion graphics]

In 2010, I managed a 4 member Creative Team through an award-winning redesign of oneupweb.com. This particular version of the Oneupweb corporate website is no longer live, though a screenshot and details of the awards are shown here:

<http://www.straightupsearch.com/search-marketing/awards/oneupweb-we-won-eight-silver-w3-awards>.

**Responsibilities:** Navigation structure, custom photography and editing, team design, WordPress custom theme development, [some] flash, custom video production.

**Creative Meat** - <http://www.creativemeat.com> [2010 W3 Awards “top business blog” Winner]

**Responsibilities:** WordPress custom theme development, team design, project and time management.  
Also see **WRITING SAMPLES** below.

**“Straight Up” Blogs** - <http://www.straightupsearch.com> & <http://www.straightupsocial.com>

**Responsibilities:** WordPress custom theme development, team design participation, project and time management. Prior to 2008, both blogs were in the MovableType platform, which I converted to WordPress. Also see **WRITING SAMPLES** below.

**How We Grow Brands** - [Check it out on YouTube!](#) [Stop Motion W3 Award Winner]

**Responsibilities:** Project and team management, actress [green shirt], photo shoot setup, photo editing.

**One for the Road Cookbook** [Silver Addy, Winner District 6]

[http://www.oneupweb.com/images/newsletter/pdf/oneupweb\\_cookbook.pdf](http://www.oneupweb.com/images/newsletter/pdf/oneupweb_cookbook.pdf) [LARGE file]

**Responsibilities:** Cover design, interior design [team effort], project and time management.

## WRITING SAMPLES:

**Website Copy:** [heavy on the SEO]

[Traverse Legal Internet Defamation page](#) - intro content and FAQ

[Traverse Legal Non-Compete Law page](#) - intro content and FAQ

[Traverse Legal Trade Secret Law page](#) - intro content and FAQ

**Blog Posts:**

[CSS DO's and DON'Ts](#)

[CSS DO's and DON'Ts – Part II](#)

[CSS DO's and DON'Ts – Part III](#)

[Custom WordPress Theme Development – Custom Page and Post Templates](#)

[Default Cross Browser Incompatibilities](#)

[Essential Firefox Add-Ons That Will Boost Web Designer & Developer Efficiency](#)

[Converting CMYK to PMS in Illustrator CS3](#)

[Every Designer Has a Magic Wand, Right?](#)

[Why IE6 Won't Die](#)

[Google Chrome – Another Browser Compatibility Headache for Developers?](#)

## Newsletters and Email Marketing:

[September 2011 Edition](#)

[March 2011 Edition](#)

[Summer Party Invitation](#)

[Holiday eCard](#)

## ADDITIONAL FREELANCE PORTFOLIO ITEMS:

Some of my old work is shown on my [not updated since 2006] website @ <http://www.ashleyrossi.com>

Recent sites I've designed, or where older work still active:

(2010) Chateau de Leelanau - <http://www.chateaudeleelanau.com> [design only]

(2010) David Dinger Foundation - <http://www.daviddingerfoundation.org> [design and development]

(2006) Armor Express - <http://www.armorexpress.com> [design and development]

(2000) Deerfield.com - <http://www.deerfield.com> [design and team-effort development]

## EMPLOYMENT 1999 - 2007

**Impactfolios, Designer and Developer**—2005 through 2007

**RESPONSIBILITIES:** Corporate logo and website design, design and development of portfolio website templates as shown @ [http://impactfolios.com/website\\_design](http://impactfolios.com/website_design), print and banner ad design

**SKILLS GAINED:** Expert level CSS.

**TC Training Center, Instructor**—2007

**RESPONSIBILITIES:** HTML / CSS, Photoshop 1 & 2, InDesign Courses - manual writing and class instruction. Corporate website design as shown @ <http://www.tctrainme.com>

**SKILLS GAINED:** Manual planning and writing, class instruction.

**Musecube, Contract Creative Director**—December 2004 through December 2007

**RESPONSIBILITIES:** Print and banner ad design, tradeshow display design, brochure design, customer relations.

**Deerfield.com, Graphic / Web Designer**—September 1999 – December 2002

**RESPONSIBILITIES:** Print design, website design and development. My design from the 2000 redesign is still online @ <http://www.deerfield.com>.

**NEW SKILLS GAINED @ Deerfield:**

1. Adobe products and graphic design.
2. HTML, Javascript and CSS basics.
3. Print design process inside and out.
4. Development basics - Navigation structure, FTP, e-commerce integration.

## **EDUCATION:**

B.S. Business, Davenport University, Cum Laude – 1999

## **REFERENCES:**

Jason Quillen

Former Senior Graphic Designer, Oneupweb 2009-2011  
517.499.1918

Chris Scheller

Former Director of IT, Oneupweb 2004-2010  
661.618.2683

Maureen Michaels

Former Marketing Manager [promoted to] Director of Social Media, Oneupweb 2007-2011  
231.645.5518

Cathy Maddaison

Former Office Manager & HR, Traverse Legal 2008-2011  
231.590.3183