

MICHAEL PETERSON

Skills

Web

- XHTML
- CSS
- XML
- J-Query
- PHP
- MySQL
- SEO
- E-Marketing
- Google Analytics
- Web Standards

Programs

- Photoshop
- Illustrator
- Dreamweaver
- Fireworks
- Acrobat
- Concrete-5
- Drupal

Hardware

- Microsoft XP, XP Pro, Vista, Windows7
- Microsoft Exchange Server 2003, Windows Server 2003
- Mac OSX
- Microsoft Networks
- Print Networks
- Word, Excel, Outlook, Power Point, Access
- Pages
- Photography SLR

Experience

Interactive Media Director

Soncell North America Salem, Oregon, 2010 - current

- Responsible for the architecture, creation, development, promotion and maintenance of company and subsidiary websites.
- Develop milestones, collect collateral, analyze internal and external needs for content creation and development.
- Research development platforms that fit company needs, and budget.
- Develop marketing plans for both traditional and guerilla marketing tactics.
- Provide IT support and maintenance as needed.

IT/Communications Specialist

Auto Additions Salem, Oregon, 2007 - current

- Maintained Microsoft Exchange and Terminal Server environments for multiple locations, both onsite and remotely.
- Resolved a wide range of employees' technical issues on: network connectivity, Microsoft office suite, email, printer network, remote access, virus and malware removal, and general questions.
- Researched and purchased IT equipment/services to increase productivity and keep office running.
- Designed, developed and implemented both online and offline marketing strategies.

Sales

Auto Additions Salem, Oregon, 2004 - 2007

- Maintained customer relationships with state and municipal government agencies.
- Responsible for online sales and reviewed and submitted bids and RFP's.
- Handled customers' projects from inception to finalized build, including invoicing.

Globio, globio.org, 2009

Role: Project Manager, Developer, and Designer

Scope: Redesigned and organized the informational portion of GLOBIO.org for adults and educators

Improve My Photography, improvemyphotography.com, 2009

Role: Developer, Designer and Researcher

Scope: Developed the site to use various internet marketing techniques to increase traffic and placement in search engines.

Power Equipment Supply, pesnet.com, 2009-2010

Role: Developer, Designer, and Project Manager

Scope: Redesigned, organized, and built site to maximize client branding, and deliver information and training to customers.

Virginia Garcia Memorial Foundation, virginia-garcia.org, 2009

Role: Designer and Front end Production

Scope: Redesigned the site under Ant Hill marketing's direction.

Education

Bachelor of Science in Interactive Media — The Art Institute of Portland, 2010