

TERRI EADES

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PROFESSIONAL SUMMARY

I am a dedicated professional with demonstrated strengths in customer service, time management, and trend tracking. I am good at troubleshooting problems and building successful web solutions. I have been a Web Designer since 1998 and am knowledgeable about graphic design, usability, WCAG 2.0 accessibility standards, and I constantly research current web trends.

I am an expert in website administration and maintenance as a successful Webmaster. I stay on top of routine demands and prioritize emergencies. I keep sites functional and efficient with skilled management.

I am also a forward-thinking and adaptable social media and advertising team member accustomed to independently solving campaign and communication issues while also drawing upon the strengths of other team members. I design ad and social media creative and am able to flex with changing conditions and analyze data to maximize results.

SKILLS

- Interface design
- Brand communication
- Cultural awareness
- Content development
- Campaign implementation
- Task prioritization
- Code debugging
- Campaign analysis

EXPERIENCE

Webmaster/Social Media Manager

October 2008 - Current

Morgan Community College | Fort Morgan, CO

- Enhanced digital applications and marketing efforts with comprehensive user testing and validations against performance standards.
- Created highly responsive, accessible, user-friendly, and scalable websites.
- Analyzed website statistics through Google Analytics and Google Tag Manager to constantly improve the user experience.
- Administered the internal student and employee portal.
- Trained faculty and staff on how to update website pages.
- Tracked customer engagement and feedback to optimize websites, social media, and ad strategies.
- Created and maintained yearly budgets and coordinated launches of long-term social media and ad campaigns to increase enrollment.
- Created specialized ad campaigns for Facebook, Instagram, Google, and Snapchat that were adapted to that platform's audience and the targeted audience.
- Managed detailed organic and ad campaign tracking across multiple channels and systems, including Google Analytics and Google Tag Manager.

- Created compelling and engaging content using social media, digital advertising, web, internal digital displays, and more.
- Worked as part of a team to create cohesive marketing campaigns across all media.
- Created brochures, viewbooks, posters, and other collateral.

Web Designer

June 2007 - October 2008

Viaero Wireless | Fort Morgan, Colorado

- I was responsible for designing the company's main website and Intranet. I was also occasionally assigned to graphic design work.

EDUCATION

B.A.- Graphic Design- Computer Art

June 2007

University of Northern Colorado, Greeley, CO

A.A.- Liberal Arts

May 2004

Leeward Community College, Pearl City, HI

Also received a Digital Media Certificate.

CERTIFICATIONS

- Google Analytics Individual Qualification
- Google Ads Search Certification