

RESUME OF: **RICHARD W. BLAKEMORE - Web Designer / Graphics Design**

511 S. Main Street, Kernersville, NC 27284 (336) 408-9075
rich@richswebdesign.com www.RichsWebDesign.com

HEADLINE: Experienced and highly accomplished web designer / developer with proven professional business track record in web technology. Current rankings and clients can be found at www.RichsWebDesign.com/rankings.pdf.

SKILLS: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Section 504 implementation, knowledge of online and local marketing and B2B practices, Google Analytics, Database driven web sites, E-Commerce / secure transaction implementation, Internet and Intranet development.

SOFTWARE:

- Flash, Dreamweaver / CourseBuilder, Illustrator, Photoshop , Windows '98 / '2000 / NT / XP, Office XP, Front Page, Project, Word Perfect, Lotus Notes, HTML, PHP, DHTML, SSI, CSS, CGI, SSL, JavaScript, Access.
- Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social networking placement, Banner ad development and implementation, knowledge of online and local marketing and B2B practices, Database driven web sites, E-Commerce / secure transaction implementation, Multimedia development.

EXPERIENCE:
12/97 – Present

Owner - Rich's Web Design – Kernersville, NC.

- Designing, upgrading and maintaining web sites for more than 70 small to medium size businesses. Clients are mostly based in the Triad, but some are nationwide. (Selected list below)
- Applications and tools that are used on a daily basis are Dreamweaver, Photoshop, Illustrator, Flash, JavaScript, CSS, CGI, and DHTML.

1/00 - 3/01

Webmaster - Clear Channel Broadcasting - Winston-Salem, NC.

- Designed, developed and maintained web sites for www.WTQR.com , www.WXRA945.com , and assisted with www.WSJS.com . After six months, also took on responsibilities for www.WMAGRadio.com and www.WHSLRadio.com , www.BuzzardRocks.com , and www.Country945.com .
- Integrated Active Server Pages (ASP) with other database driven websites for news, sports, movie reviews, etc..
- PhotoShop, Flash, CSS, JavaScript and CGI scripts were used on a daily basis.
- Increased revenue by \$88,000 for Clear Channel by designing other business sites, banner sales, and other web related ventures.
- Responsible for streaming the signals of WMAG and WHSL.
- Instructed team of 4 to update web sites at conclusion of term.

3/98 – 2/99 **TEKsystems / Sara Lee Knit Products, The Sabre Group** – Winston-Salem, NC.
• Contract work in the PC lab and as a Help Desk Analyst where I repaired, upgraded, installed software, and set-up new PC's. Troubleshooted network connectivity, printers, and Intra/Internet access problems.
• Extensive knowledge of Lotus Notes v.4.53, Office'97, 3270 Mainframe Emulation, Eicon Aviva, NetSoft / AS400, and Novell NetWare packages. Leaton Harris, TEKsystems Manager. Ed Biehn, Desktop Manager – The Sabre Group. Tracy Maundy, Supervisor – Sara Lee Knit Products.

2/96 – 3/98 **CENTURY DATA SYSTEMS** - Greensboro, NC. - POS Systems Engineer/Service Technician. Responsible for upgrading, installing, troubleshooting and repairing POS, Networking, and Phone systems throughout the Triad area. Dealt with 100mbps Cat-5 EtherNet LAN. Tommy Gardner/ Wayne Lutzka, Managers.

7/85 - 2/96 **TEACHER** - Sanderson High School, Raleigh, NC. (7/85-6/88)Richard Murphy, Principal. Southwestern Randolph High School, Asheboro, NC. (7/90-1/92) Donnie Baxter, Principal. Moore's Driving School. (6/92-2/96) Tony Moore, Owner.

EDUCATION: **ECPI College of Technology**, 1996, Diploma.
East Carolina University, 1985, MMus.
University of Michigan, 1982, BMus.

PROFESSIONAL CERTIFICATIONS and ORGANIZATIONS:
International Webmasters Association Member - www.iwanet.org
CET Associate (Certified Electronic Technician) #AC4142
NV-THS (National Vocational and Technical Honor Society)

ACADEMIC HONORS:
Graduation with Distinction, East Carolina University, 1985.
School of Music Dean's List, 1980-82.
Graduation with Distinction, University of Michigan, 1982.

WEB DEVELOPMENT: (selected sites)
www.RichsWebDesign.com – My web site design business.
www.BarberPlasticSurgery.com – Greensboro Surgeon.
www.KornersFolly.org – Historic Kernersville landmark.
www.KernersvilleRotary.org – Rotary club in Kernersville.
www.PDSSN.com - Nonprofit local Down Syndrome support group.
www.SnowWoodworks.com - Hand-crafted furniture designer.
www.HarperEyeCare.com - Kernersville optometrist.
www.Caudills.com - Kernersville electrical company.
www.InvestmentFraud.pro - Chicago investment protection attorney.