

CHRISTA PRENTICE

experience

FREELANCE WEB DESIGNER & DEVELOPER

Christa Prentice Design

June '09 - Present

- Developed Web sites using Web standards in XHTML, CSS, Java Script, PHP & MySQL.
- Researched, implemented and managed Web marketing via SEO, Google Analytics, AdWords and Webmaster tools.
- Designed Web templates, advertisements, graphics & print publications.

PROJECT MANAGER

Bixly, RiseThink LLC

January '10 - June '10

- Managed multi-developer software projects using SCRUM/Agile method.
- Utilized Trac Project Management system, hosted team and client meetings.
- Product Owner in charge of Product Backlog, Sprint Backlog, feature review & closure.

WEB DEVELOPER

The VIP Card, Inc.

August '09 - December '09

- Developed Web features and applications using PHP, MySQL, XHTML, CSS & JavaScript.
- Managed external affiliate marketing and developed internal system.
- Designed Web graphics, advertisements and print publications.
- Assisted employees and customers with technical customer service.

WEBMASTER

The Collegian Online, CSUF Newspaper

August '08 - May '09

- Managed Web site via WordPress CMS, PHP, MySQL, XHTML & CSS.
- Other Duties: Web reporting, breaking news, copy editing, Web ads, Google Analytics.

education

BACHELOR OF ARTS DEGREE, MASS COMMUNICATION & JOURNALISM

DIGITAL MEDIA OPTION

California State University, Fresno

Class of May 2009

Awarded "Outstanding Digital Media Student"

professional skills

WEB DEVELOPMENT

XHTML

CSS

JavaScript/jQuery/AJAX

PHP

MySQL

Content Management Systems

Search Engine Optimization

FTP, Hosting & Setup

Web Standards

Web Marketing

Google Analytics, AdWords, & AdSense

Social Networking

ADOBE CREATIVE SUITE

Photoshop

Dreamweaver

InDesign

Illustrator

PRESENTATION & ORGANIZATION

Microsoft Word, Excel, PowerPoint, Outlook

Zoho CRM

Trac Project Management

Assembla

Basecamp

other skills/hobbies

Videography

Photography

Graphic Design

contact info

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