# erindelanty

web ● graphics ● design ● marketing

## Profile

Highly self-motivated, detail-oriented professional with over five years experience in web design and development, application instruction and training, and marketing material design and production committed to bring this experience, drive to succeed and professionalism to a challenging, fast paced position.

## Career Development

**Owner/President**
**Custom Web Connections St. Louis, MO** **1999-Present**

- Website design, development and integrated marketing solutions for small to mid-size business clients
- Run all facets of business from invoicing and accounting to client contact and customer service
- Maintain websites of over 35 business and individual clients
- Developed and maintain company website, www.customwebconnect.com

**Instructor**
**University of Missouri – Microcomputer Program** **2001-Present**

- Instructor for various technical classes and software applications including all Microsoft Office, HTML, Macromedia, Web Design, Internet, Windows Operating Systems, and core computer classes
- Assist in the development and testing of new curriculum for existing, new and pilot classes

**Director of Communications**
**Purcell & Associates, LLC Sunset Hills, MO** **1999-2001**

- Designed and maintained website for Purcell & Associates Law Firm
- Scheduled and coordinated all aspects of Purcell Public Seminars, from administrative details to presentation development, marketing material design and coordination
- Scheduled public advertising in print, radio, and cable television for monthly public seminars
- Developed and coordinated media campaigns for print, radio, television and direct mail to increase attendance and generate revenue from public seminars

**Administrative Marketing Assistant**
**Westport Pools Maryland Heights, MO** **1998-2000**

- Developed and maintained websites for Midwest Pool Management and Westport Pools
- Implemented new marketing strategies to increase sales and identity by increasing award entries, advertising campaigns in new media and developing new print materials for public distribution
- Developed, designed, and implemented newsletter for corporate customers and municipalities
- Prepared marketing proposals, presentations, press releases, and brochures

## Software & Language Skills

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|---|---|---|
| Adobe Acrobat | Macromedia Dreamweaver | Macromedia Fireworks |
| Adobe Illustrator | Macromedia Flash | Microsoft Office |
| HTML | CSS | Microsoft Windows |

## Education

**Certificate of Web Development** **1999-2000**
University of Missouri, St. Louis - Continuing Education

**Bachelor of Arts – English with a Related Field in Communications** **1993-1997**
University of Missouri, Columbia

850 Ivy Trace, Ballwin, MO 63021 ● (636) 825-6574 ● ejones@customwebconnect.com