Chris Beckley

Address Removed for Privacy, OR 97000

503-858-0155
cbeckley@gmail.com
www.chrisbeckley.net

OBJECTIVE

To become an invaluable member of a quality team that creates outstanding visual communications and ideas that affect people in a positive way.

EDUCATION

Media Arts, Associates in Applied Science Degree   Graduated December 2003
Phoenix College, Phoenix, Arizona   GPA 3.95 (Summa Cum Laude)

ACCOMPLISHMENTS

- Designed and Developed a new website for the Creative Children's Center Preschool and Elementary
- Designed a large sign for an Oregon organic food market
- Ranked FirstAmericanStock.com in the top 10 results for 10 popular keyword searches in Google, Yahoo, MSN
- Designed the GUI and managed the development of the inventory/fulfillment system used by TextLinkBrokers.com
- Designed Landing Pages for high profile drug rehab centers
- Increased the inventory of Vendors' websites from 20 to over 5,000 for TextLinkBrokers.com over 5 years

PROFESSIONAL EXPERIENCE

Freelance Graphic Design, Web Design, Web Development and SEO Consultant   1989 (SEO since 2004) – Present
Phoenix, Arizona and Portland , Oregon
- Web Design for Websites, Landing Pages, Emails/Newsletters, Infographics and Ads
- Web Development - coding HTML, XHTML, CSS, along with basic PHP and JavaScript
- Graphic Design for Signs, Logos, Brochures, Business Cards, CD Covers and Inlays, Handbills, Posters
- SEO/SEM Consultant/Practitioner
- Wordpress , CMS, E-commerce, Social Media, Viral Marketing, Web Analytics
*Portfolio available at **http://www.chrisbeckley.net/portfolio.html***

Web Designer, Web Developer, SEO Consultant, Webmaster   August 2005 – March 2010
First American Stock Transfer, Inc., Phoenix, Arizona
Lead designer, Developer, Webmaster, SEO Consultant and Pay-Per-Click advertising campaign manager for the website www.FirstAmericanStock.com (which has since redesigned.
*Portfolio available at **http://www.chrisbeckley.net/portfolio.html***

Fulfillment & Inventory Manager / Project Manager   February 2004 – April 2009
TextLinkBrokers.com & 360 Enterprises, Inc., Gilbert, Arizona
- Designed websites, landing pages, logos, GUI, banners, posters and flyers for in-house and client's projects
- Developed Websites in HTML, XHTML and CSS for in-house and client's projects
- Identified W3C compliant coding issues on websites and implement changes to validate them
- Created Specifications, Managed Developers and Consulted on the Development of in-house systems
- Identified and altered elements of landing page websites to optimize them for better conversions
- Designed and developed HTML emails and newsletters
- Interacted with Executives and other departments to develop new processes and identify and resolve issues
- Facilitated custom modifications in the company's CRM system
- Managed and Trained in-house and remote staff
- Managed 100's of Vendors (with over 5,000 websites)
*Portfolio available at **http://www.chrisbeckley.net/portfolio.html***

Assistant to the Director of Interior Design   October 2001 – December 2003
Phoenix College, Phoenix, Arizona
- Reproduced architectural floor plans and elevations in AutoCAD, including blueprint of the Wrigley Mansion
- Scanned and adjusting images in Photoshop, and created PowerPoint presentations
- Created Animations of step by step drawing directions for instructional purposes
- General Design, such as flyers and the backdrop wall for Phoenix College Graduation ceremony
*Portfolio available at **http://www.chrisbeckley.net/portfolio.html***

Customer Care Representative   July 1997 – July 2001
Excel Agent Services, Tempe, Arizona
Worked with a large and diverse client base problem solving and working with client's needs multi-tasking computer applications, written documents and email.

Application Skills:
Adobe Photoshop
Adobe Illustrator
Adobe Flash
Adobe Director
Adobe Dreamweaver
MS Word
MS Excel
MS PowerPoint
MS Outlook
MS Visio
MS Paint
Corel Paint Shop Pro
Corel Draw
Newtek Lightwave 3D
Architectural Desktop AutoCAD
Salesforce CMS
SmartDraw
Navicat (for MySQL)
DVD Studio Pro

Language Skills:
CSS
HTML/XHTML

Internet Skills:
Search Engine Optimization (SEO)
Landing Page Optimization
Local Marketing
Social Media Marketing
Pay-Per-Click Ad Campaign Mgt.
Google Webmaster Tools
Google AdWords & Adsense
Yahoo Search Marketing
Wordtracker
GoDaddy Quick Cart
MerchantMoms
Mal's E-Cart
Wordpress (CMS, Skinning Themes)

Design Experience:
Websites
Landing Pages
Email Creatives
Banner Ads
GUI
Print