summary ::

- Twenty plus years graphic design/web design experience.
- Management experience in various work environments.
- Conceived, customized, completed client projects, within strict production timeline.
- Resolved client needs within product-based constraints.
- Communicate well with all levels of personnel and clients.

experience ::

InMotion Hosting, Virginia Beach, VA

Senior Lead Front End Developer: June 2018—June 2022

- Investigated and resolved issues with WordPress, WooCommerce, HTML sites.
- Prepared project scopes and estimates for additional requests.
- Trained and mentored team members in best practices for coding, site setup, project management, and content organization.
- Coached team members in identifying and implementing code for design and/or functionality requests.
- Educated team members and clients regarding functionality and plugins.
- Overhauled private department WordPress site for internal documentation of workflows, policies, tutorials, etc.
- Monitored support queue for website edits, changes, maintenance requests.

Designer II: May 2012—June 2018

- Design, coding, and launch of WordPress, OpenCart, and HTML sites.
- Project management of multiple simultaneous accounts from initial design through launch.
- Educated clients on best practices for usability, SEO, and site optimization.
- Trained clients to become proficient with WordPress.

CGI Communications, Rochester, NY

Art Department Manager: January 2012—April 2012

- Actively participated in management planning meetings.
- Discussed and solved issues affecting work flow.
- Brought problems and potential solutions to senior management.
- Designed and instituted new procedures to improve departmental effectiveness.
- Recruitment and staff development of artists.
- Oversaw daily duties performed by artists and approved work product.
- Resolved internal and external conflicts.

Senior Graphic Artist: May 2009—January 2012

- Assigned tasks to junior artists and oversaw project completion, guaranteeing maximum quality control in fast-paced production environment.
- Participated in interviewing prospective artists, developed screening process.
- Trained new hires.
- Set up and maintained domain names, ftp and hosting accounts for clients.
- Worked directly with clients nationwide building long-term client relationships ensuring their total satisfaction with the finished product.

skills ::

- **Adobe**:
  Photoshop, Illustrator, Dreamweaver, Acrobat, InDesign

- **Microsoft**:
  Word, Excel, PowerPoint

- **Web Development**:
  HTML5, CSS3, SASS, Animate.css, Hover.css, Bootstrap, Flexbox, Yoast SEO, Google Analytics, Google Fonts, FontAwesome, JavaScript, PHP

  CMS: WordPress, Gutenberg, Divi, Custom Theme, Child Theme

  E-Commerce: OpenCart, WooCommerce

education ::

- Rochester Institute of Technology, Rochester, NY
- B.F.A. in Graphic Design, May 2001

experience ::

CGI Communications, Rochester, NY

Graphic Artist: June 2006—May 2009
- Website design, online customer profiles, online interfaces.
- Logo design and recreation, banners, brochures, business cards, new product logos.

Lynx Technologies Inc, Grand Island, NY

Graphic Designer: March 2004—June 2006
- Logo, brochures, postcards, mailers, tradeshow booth, and website design.
- Administrative duties as assigned.

Burgundy Basin Inn, Pittsford, NY

Server Manager: November 2001—March 2004
- Managed a staff of over 50 servers and oversaw parties of up to 500 people.
- Implemented new hire training program.
- Created weekly staff schedule, providing sufficient shift coverage.
- Resolved customer complaints in a professional, timely, and courteous manner.

freelance graphic design ::

February 2000—Present
- Complete list available online: brandyfetzner.com

skills ::

- **Adobe:**
  Photoshop, Illustrator, Dreamweaver, Acrobat, InDesign

- **Microsoft:**
  Word, Excel, PowerPoint

- **Web Development:**
  HTML5, CSS3, SASS, Animate.css, Hover.css, Bootstrap, Flexbox, Yoast SEO, Google Analytics, Google Fonts, FontAwesome, JavaScript, PHP

  CMS: WordPress, Gutenberg, Divi, Custom Theme, Child Theme

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