

Tracy A. Callahan

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Summary

An experienced web designer with over 17 years of experience in designing logos, web sites, ecommerce applications, and email broadcasts in industries such as higher education and high-tech. Diverse skill set includes web and print design, new media marketing, emarketing, ecommerce, scripting, and database integration.

Technical Skills

Software: Adobe Design Suite: Photoshop, Illustrator, Acrobat, Dreamweaver, Flash, InDesign, Microsoft Office, Lyris, Constant Contact, MailChimp, ExactTarget, SCALA, Adobe Experience Manager, Basecamp, Shopify, Drupal, Joomla, WordPress
Internet Languages, HTML5, CSS3, JavaScript, mobile/responsive web site development, Systems, Applications: FTP, PHP, MySQL, XML, DNS, payment gateways, e-commerce applications, Yahoo! Store, domain registration, cPanel, FlexBox

Professional Experience

BOSTON COLLEGE CENTER ON AGING & WORK, Brighton, MA **2016 - Present**
Web Design & Communications Specialist

Web, e-mail & blog design and management

Responsible for developing and maintaining a new website for the newly launched Sloan Research Network on Aging & Work. Responsibilities also include updating and maintaining the website for the Center on Aging & Work, graphic design, HTML, and web design creativity.

Through Constant Contact, responsible for email design, coding, testing and sending of a weekly "Fact of the Week". Additionally responsible for the design and management of a bimonthly blog called, "[AGEnda](#)".

Print and publication design

Design and update the Center's publications, research and fact sheets for distribution on the web site and blog. Also design flyers and other print media for the Center in collaboration with AARP.

LIBERTY MUTUAL INSURANCE COMPANIES, Boston, MA **2016**
Email Developer

Responsible for the HTML and CSS coding for Liberty Mutual Insurance's B2B email marketing campaigns. Designed responsive and static emails using ExactTarget based on corresponding marketing materials.

NORTH SHORE COMMUNITY COLLEGE, Danvers, MA **2005 - Present**
Staff Assistant, Web Marketing, Marketing & Communications

Web and email design and management

Working in the Institutional Advancement department, design, manage, distribute and analyze regular email campaigns via Constant Contact. Re-designed the look and feel of the College's web presence while working collaboratively with a team of people across multiple departments. Maintain the College's Facebook, Twitter and Flickr pages on a daily basis. Responsible for all aspects of e-marketing including electronic signage, online banners and graphics.

Print and publication design

Design regular newspaper advertisements for upcoming classes and College events. Develop, create and manage Marketing materials for the College including flyers, brochures, banners and posters.

TAC WEB DESIGN, Salem, MA

1999 - Present

Owner/Webmaster

Own, operate and manage a full-service web design firm providing logo design, web design, e-commerce, new media implementation and maintenance, animation, and email broadcasts for individuals and businesses. Contribute to marketing efforts of large and small organizations with email broadcasts and search engine optimization.

GANN ACADEMY, Waltham, MA

2005 - 2012

Webmaster

Maintained regular updates on the Gann Academy web site at www.gannacademy.org. Performed web page development, Flash development, graphic design, and coding of the dynamic web pages written in ASP and SQL. Communicated regularly with all Departments of the high school to ensure that the web site was current and informative.

Email Marketing

Worked collaboratively with several departments including Marketing, Admissions, Development, Athletics and the Gann Parent Association. Designed, managed and sent a weekly school e-newsletter. Newsletter highlighted weekly departmental updates, upcoming events, student profiles, community announcements and parent news. The e-newsletter targeted parents and students of the Gann Community.

NET ATLANTIC, INC, Salem, MA

2000 - 2005

Internet Services Administrator

Managed, directed and trained the web development team and delegated responsibilities on a daily basis. Wrote web development proposals and handled project budgeting. Performed web and logo design, e-commerce, maintenance and hand-coding of web sites for large and small organizations including CVS Pharmacy, American Academy of Podiatric Practice Management and The Northeast Center for Healthy Communities. Designed and managed e-newsletter campaigns, performed web programming using CGI and PHP, e-commerce development, debugged HTML code, managed pay-per-click search engine bid management and performed on-going search engine submission.

Domain Registrar

Registered new domains, initiated web hosting set up on servers, transferred existing registered domains to the servers using DNS information, and facilitated domain mappings.

Marketing

Designed and developed marketing flyers, brochures, cover letters, coupons, space ads, banner ads and various marketing packages. Developed and organized mail merges for several mailings, and maintained the databases. Managed the print production, postage, and mailing facilitation.

Human Resources

Scheduled interviews and performed follow up communication with prospective applicants. Conducted first and second interviews. Developed and managed job listings, and organized advertising with a variety of newspapers, career centers and online job agents. Collaborated with a local college to participate in a co-op program for interns.

Other Professional Experience

CLARK UNIVERSITY COMPUTER CAREER INSTITUTE, Woburn, MA 2000 - 2001

Career Services Coordinator

Worked collaboratively to develop and coordinate the career services programs and placement services for Continuing Education Division. Designed program materials, developed newsletters, assisted with training, provided outreach and resume support services utilizing the Internet.

FAMILY CONTINUITY PROGRAMS - THE S.A.I.L. PROGRAM, Beverly, MA 1998 – 2000

Counselor/Case Worker/Advocate

Handled problem-solving and crisis management involving teens within a residential setting. Coordinated services, provided advocacy and counseling.

Education

Certificate in Web Development 2004

North Shore Community College, Danvers, MA

Enrolled in a credit certificate program to strengthen current skills, and learn new software and programming languages. Anticipated courses include Advanced Flash, Database Development and Java.

Certificate in Web Page Design 2000

North Shore Community College, Danvers, MA

Bachelor in Social Work 1998

Salem State University, Salem, MA

- Minor Concentration in Business Administration
- Member of the Alpha Delta Mu Honor Society

Associate in Business 1996

North Shore Community College, Danvers, MA

Professional Seminars

Train The Trainer

Microsoft Corporation/Clark University Computer Career Institute, Framingham, MA

Total Quality Management

Clark University Computer Career Institute, Framingham, MA

Online portfolio available for viewing at: www.tacwebdesign.com/portfolio.html