

Célia Geraldo

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[Google+](#) & [LinkedIn](#)

Summary

With over a decade of business experience in design, online marketing, training and operations management, Célia helps national and international clients market their services and products via online and traditional marketing channels. Specialties: Effective use of project management best practices; Development of corporate identity; Web development & management; Email marketing campaigns and reporting; Operations management, staff training, development of international business relationships. Trilingual in English, Portuguese and Spanish.

Education

University of Phoenix - Masters Information Systems GPA 3.89

American Intercontinental University Online - BA (FA) Internet Communications GPA 4.0 *Summa cum Laude*

Certifications & Training

Ektron Developer (2010), Adobe Certified Expert (2007), CIW Site Designer (2004), and Microsoft Office Specialist Master Instructor (2004). CompTIA A+, PMP, Web Dev with MS Visual Studio 2010 certification programs with SEUPE.

Computer Skills

Expert: XML, XHTML, JavaScript, HTML, CSS, PHP, Dreamweaver, Flash, Photoshop, Illustrator, Indesign, Acrobat Professional, Microsoft Office, Project, Visio, Windows OS, CMS, Email Marketing, SharePoint

Proficient: MySQL, ASP.NET, C#, Macromedia Fireworks, Freehand, ImageReady, SharePoint, QuarkXPress, Mac OS, Siebel, Analytics (Omniture and Google), Google Apps. , Salesforce1 Platform, Visual Studio 2010

Beginner: SharePoint Designer, Visual Basic for Applications, DOS.

Links to Work Samples

[OneWest Bank Site](#) | [SEU Professional Education](#) | [Trendsetter Site](#) | [New Horizons Site](#) | [OWB](#) | [Work Samples](#)
[CG Designs Group](#) | [Additional Samples](#)

Languages

Fluent: English and Portuguese

| Basic: Spanish, French, Italian

EMPLOYMENT HISTORY:

Creative Manager & Owner | CG Designs Group

2/1997 - Present | Austin, TX USA

Website development and design. SEO implementation. Consulting and training services in varied programs and technologies; Dreamweaver, Flash, HTML, XML, PHP, CSS, XHTML, C#, Javascript, Photoshop, Illustrator, Indesign, Acrobat, Microsoft Project, Visio, SharePoint, Salesforce, etc. Project management consulting services to clients; University of Texas (UT), Adjutant General's Office. Online marketing services to clients ranging from photographers, filmmakers, massage therapists, to large organizations in the field of adult education (St. Edward's University Professional Education, New Horizons Computer Learning Center of Austin) and the financial/banking industry. Analytic services (Omniture & Google), Google Apps and Salesforce implementation within client's environment. eMarketing using Vertical Response, MailChimp, ActiveCampaign and more. Development in code, providing support in CMS systems such as Ektron, AK Webtools, Salesforce, Joomla, WordPress, etc.

Marketing Manager | Trendsetter Electronics

10/2011 - 1/2013 | Round Rock, TX USA

Website development, design and maintenance of e-commerce site. In-house portfolio project management. Online-marketing design and development. Site development using CMS, HTML, CSS, JavaScript, Flash, C#, VB and HostGator CMS. Web analytics using Google Analytics. Partnering with IT department for site maintenance and project management tasks.

Webmaster | OneWest Bank

2/2008 - 3/2010 | Austin, TX & Pasadena, CA USA

Brought online-marketing design and development in-house, lowering business costs while decreasing site maintenance turn-around time. Streamlined procedures to effectively run email marketing campaigns. Lead webmaster through two re-designs of corporate website. Web dev using HTML, Dreamweaver, XML, C#, CSS, JavaScript, and Ektron CMS. Design work using Photoshop, Illustrator, Flash, Indesign, Acrobat. Web analytics using Omniture.

Operations & Training Manager | New Horizons Computer Learning Centers

3/2007 - 2/2008 | Austin, TX USA

Streamlined procedures to effectively run center operations. Hired and trained several new instructors; trained and developed all instructors. Partnered with sales to develop a more streamlined schedule to allow for increase in customer service, and company profitability.

Webmaster/Graphics Instructor | New Horizons Computer Learning Center

3/2002 - 2/2007 | Austin, TX USA

Earning Adobe Certification gave company Certified Center privileges. Instructor of the month in 2005. Webmaster duties, working in collaboration with marketing department, as well as graphic, and web design instruction.

Graphics Training Specialist | Parity Training Ltd.

1/2000 - 9/2000 | London, United Kingdom

Graphic, web design, business skills training. Liaising with Projects Team and client for development and set-up of projects. Assist with courseware development for training of international clients in foreign language.

Computer Instructor | New Horizons Computer Learning Centers

10/1998 - 10/1999 | Johannesburg & Cape Town, South Africa

Delivery of design and marketing professional experience to students. Graphic design and Microsoft Office instruction.

Marketing Executive | Jensen Electronics

6/1997 - 10/1998 | Johannesburg, South Africa

Managed marketing and advertising budgets, advertising claims, donations/sponsorships. Expert use of Microsoft Office suite. Organized trade shows, exhibitions and corporate events. Ad booking, supplying designs to publications, writing press releases and distribution to media. In-house graphic design with - Photoshop, Illustrator, PageMaker, QuarkXPress, CorelDraw, FreeHand.

Marketing Assistant | Sharp Electronics

3/1992 - 6/1997 | Johannesburg, South Africa

Managed marketing and advertising budgets, advertising claims, donations/sponsorships, organized trade shows, exhibitions and corporate events. Ad booking, supplying designs to publications, writing press releases and distribution to media.