

## **ALEX HENNEN**

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Portfolio: <http://www.alienskies.com/portfolio/index.php>

### **// SKILL SETS //**

- Experience in using and training others to use Adobe Photoshop, ImageReady, Illustrator, InDesign, GoLive, Flash, Quark XPress, Word, Excel, Powerpoint and much more
- Mastery of HTML and CSS with competencies in Javascript, LUA, PHP and ASP
- Experience scripting utilities in Perl, Javascript and C++
- Highly skilled on Macintosh OS 9 and X, Windows Proficient
- Enthusiastic team player who works well with customers, coworkers and managers
- Successful at managing both large and small projects within concrete deadlines
- Motivated to expand skills, continue education and try new things
- Easily adaptable to a wide range of tasks

### **// EXPERIENCE //**

#### **Web Content Administrator, Creative Memories, Saint Cloud, MN 2008 - Present**

Responsibilities include:

- Update time-critical content throughout Creative Memories web offerings, including support of international markets to the extent that they use our in-house solutions
- Use and maintain a plethora of technology to achieve goals, including Stellant, SharePoint, HTML, CSS and ASP
- Troubleshoot system outages and critical bugs
- Document procedures
- Create and maintain training material for vital tasks
- Create and develop relationships between departments, ensuring smooth coordination and open communication
- Train co-workers in best practices, web technology and the use of custom and commercial applications
- Manage projects involving coordinated efforts with contributors across the company
- Continually gather user input, and craft goal-oriented solutions based on stakeholder feedback
- Utilize CSS to maximize website consistency, user acceptability and compliance
- Optimize and unify the overall website user experience
- Implement, manage and monitor website analytics – currently Google analytics
- Partner with marketing department to improve metrics and data visibility
- Recommend future-state technology
- Create strategies to best utilize current state, real-world CMS technologies available

#### **Project Manager, Smart Site, Saint Cloud, MN 2006 - 2008**

Responsibilities included:

- Overseeing projects from inception to completion while ensuring aggressive deadlines
- Coordinating the efforts of programmers, designers and customer-side content providers.

- Training clients in the use of proprietary software
- Developing marketing materials and overseeing campaigns
- Creating detailed documentation

**Product Delivery Designer, LexisNexis, Saint Cloud, MN 2002 - 2006**

Responsibilities included:

- Creation, design and maintenance of external and internal web sites
- Implementation of web-based information products utilizing enterprise component technology
- Management of FileMaker Pro databases
- Programming utility scripts in Perl, C++ and ECL

**Graphic Artist, Rengel Printing, Saint Cloud, MN 2001 - 2002**

Responsibilities included:

- Working with customers and account managers to design original products
- Managing projects from design through prepress
- Operation and maintenance of prepress and digital direct-to-film technology

**Design and Development, ProductNetwork.com, Saint Cloud, MN 1999 - 2001**

Responsibilities included:

- Three years cultivating an internet startup, experiencing nearly every position while training co-workers in an assortment of applications and tasks
- Design of user interfaces
- Copywriting
- Overseeing the publication of a biweekly E-mail newsletter
- Conception and design of advertising across multiple media
- Database management and data entry
- Managing customer service including order tracking and problem resolution
- Coordinating with suppliers and managing projects with employees in multiple departments

**Graphic Artist, PlaidWorld Studios, Saint Cloud, MN 1998 - Present**

Responsibilities include:

- Creating copy, HTML and graphical content for a wide variety of websites
- Coordinating press releases and additional marketing material
- Creation of game mechanics and original intellectual properties
- Designing user interfaces for games and websites
- Creating original game related art and scripting game behavior

**Freelance Graphic Artist 1995 -1998**

- 3 years as a successful Freelance Graphic Artist while working my way through college
- Assisted in teaching several courses and in the maintenance of Macintosh computer labs
- Wrote regular columns in college journals and local papers such as the Cold Spring Record

**// FORMAL EDUCATION //**

Saint Cloud Technical College, Saint Cloud, MN

- 2 Year Advertising Degree and 1 Year Advertising and Graphic Arts (now Printing and Imaging Technology) Degree