

# GINA HOOVER

www.hooverwebdesign.com  
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## ❖ TECHNICAL PROFICIENCIES

**Software** - Microsoft Office (Word, Excel, Outlook, PowerPoint), Adobe Creative Suite, Dreamweaver, Photoshop CC, Illustrator, Fireworks, WordPress; Survey Monkey, Constant Contact, Web Analytics, Google Adwords.

**Platforms** – Microsoft Windows; WordPress blogs, Ecommerce stores

**Languages** – HTML, CSS, knowledge of Perl, PHP

## ❖ CAREER SUMMARY

Well rounded IT professional, offering diverse business experience in: marketing, project management, graphic design, website development, social media, office administration, and business analyst reporting.

*"I am excited to take on new career challenges that can take advantage of my strong organizational skills!"* - Gina



## ❖ ACHIEVEMENTS



- Spearheaded the freelance website design company, Hoover Web Design. Put Hoover Web Design on the map by aggressive marketing efforts (organic SEO, email marketing, paid listings).
- A creative, hands on project manager, involved from concept to completion in inspiring the design a variety of client projects ranging from identity, print, website, social media and other digital applications.
- Exercised a strong attention to detail and superb organizational skills to create and implement detailed project plans. Very effective at planning and follow-up. Strong time management skills to meet team goals and objectives.
- Daily, expert use of: Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Fireworks, Microsoft Excel, Microsoft PowerPoint, WordPress CMS (Content Management System).

## ❖ PROFESSIONAL EXPERIENCE

### Hoover Web Design

Memphis, TN

#### **Website Marketing Manager** - (Jun 2010 to Present)

- Headed Hoover Web Design, a full-service website design company. Excellent communication, leadership, negotiation skills to effectively interact with multiple clients. Oversaw hiring & management of contractors. Lead web designer/graphic designer for multiple client website projects utilizing Dreamweaver, Adobe Photoshop, Adobe Illustrator, HTML Built E-commerce stores, developed and maintained websites, ecommerce stores, WordPress blogs and landing pages targeting specific keywords. Designed digital/print graphic design projects: flyers, postcards, invitations, newsletters, email marketing templates, landing pages, social media ads, slick sheets, and banners using Photoshop and Fireworks. Organized digital internet marketing strategies, planned and created social media campaigns, initiated search engine optimization, page tags, landing pages, oversaw digital content creation, organized email marketing campaigns and newsletters. Project management of activities, clients, literature, images, videos, schedules, budgets, and data.

## ❖ EDUCATION

Baton Rouge School of Computers/Technical Degree Accounting 3.5 GPA  
Istrouma Sr. High School/High School Diploma

Baton Rouge, LA  
Baton Rouge, LA

## ❖ DESIGN PORTFOLIO - <https://www.hooverwebdesign.com/portfolio.html>

Areas of Interest: Marketing, Content Development, Online Advertising, Digital Media, Social Media, Business Analyst