

Andrea Grefenstette

Somerville, MA

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Objective

To develop clean, usable websites with organic SEO strategies and current WC3 web standards. Looking to join a team of creative individuals with whom I can share my pixel based technical enthusiasm and expertise.

Experience

September 2009 - Present: SallieMae | Upromise

Newton, MA

HTML Developer

- Developing cross platform complaint code from supplied .PSD (4-10 emails/version daily)
- Working with third party email distributor to develop email standards
- Design of template solo emails with partner supplied assets
- Organization of brand assets (banners, snippets, html templates)

March 2008 - March 2009: Wandrian, Inc

Newton Center, MA

Jr. Web Developer & HTML Designer

- Design/Creation/Maintenance of affiliate accounts as well as in house brand websites
- Customization of Content Management System (Sitecore)
- Construction of promotional print material used at travel related trade shows (Promotional tickets, Banners, USB Graphics) based on marketing department guidelines
- Concept/Creation of promotion web based graphics
- Implementation of third party marketing campaigns (Web, Email)
- Updates to train ticket pricing records, timetables and other generic data

May 2004 – present: HereWeGoMedia.com

Somerville, MA

President

- Gaggle - Boston based Volunteer Network (in production)
- Monticello Homes - Custom Home Renovations
- Dream Spirit Farm - Boarding Stable
- Fiona Tyson - Makeup Artist Portfolio
- VirtualPitchFest.com (maintenance only)
- JRA Cycles - Medford, MA Bicycle Shop
- The Boomer Broads - Womans Radio Show
- WendyBooker.net
- Pinnacle Events - Event Planner (2007)
- Chocolate Cake City - Comedy Troupe (2004-2006)

References available upon request

Software

Mac OS X, Windows XP, Dreamweaver, TextPad, BBEdit, Photoshop, ImageReady, Fireworks, Illustrator

Languages

Fluent XHTML/HTML5 (and it's predecessors), CSS2/CSS3, Javascript (jQuery, open source libraries, etc...), Familiarity with PHP, MySQL, ASP.NET

Education

2007-2008

School of the Museum of Fine Arts

Classes: Illustration, Graphic Design

2006

Massachusetts College of Art

Classes: Clothing Construction

2003-2006

BA, New Media Production

Minor, Photography

Emerson College, Boston

Honors

Phi Theta Kappa