

Toni Tesori

St. Augustine, Florida
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Resumé

Education

MS in Information Studies

Florida State University

Specializations

Information Architecture, Technology and Networking, Web Design

BS in Advertising

Florida State University

Relevant Courses

Creative Strategy, Principles of Advertising, Media Planning, Basic Marketing Concepts.

AS in Computer Programming

Seminole State College

In progress. Courses include Web Programming, Database Concepts, Web Scripting and AJAX.

Skills

Software/Languages

- » Adobe Creative Cloud
- » Microsoft Office
- » HTML5
- » CSS3/SASS
- » PHP/MySQL
- » JavaScript/jQuery
- » Wordpress

Other Skills

- » eBook Creation
- » Email Marketing
- » Print Design/Prepress
- » Responsive Design
- » SEO
- » Server Administration
- » Social Media Strategy
- » Web Analytics

Experience

Designer/Web Developer *Freelance* [2001-present]

- » Completed graphic design and web development projects for clients, from initial meeting and project conception to launch.
- » Provided exceptional customer service, attention to detail and ability to meet deadlines.

Co-Owner/Head Geek *Duolit* [2010 – 2014]

- » Grew following to 10,000+ dedicated readers using social media, email marketing, content marketing and guest posting.
- » Guided authors through the process of building a dedicated audience from scratch.
- » Created two full-length eLearning courses on Email Marketing and Planning a Blog Tour.
- » Wrote, coded and promoted weekly 1000+ word blog posts.
- » Produced fiction and non-fiction books for print (covers and layout) on CreateSpace and eBooks in ePub and MOBI format.

Graphic Designer/Web Developer *OCWS* [2008 – 2012]

- » Responsible for full-stack creation of websites, from conception to delivery.
- » Converted initial client input into effective design solutions.
- » Maintained optimum SEO through best coding practices.
- » Produced quality work while managing upwards of 20 simultaneous projects.
- » Assisted in server administration duties on IIS (creating/editing sites, troubleshooting, permissions).

Division Web Developer *FL Dept. of Agriculture* [2007 – 2008]

- » Worked with the Florida Department of Agriculture's Division of Marketing to maintain, create, and update pages for their websites.
- » Ensured standards compliance (Section 508 and W3C XHTML validation) across nearly 20 sites and over 3000 pages of content.
- » Produced standards-compliant web sites from self-created Photoshop comps.
- » Administrated mailing lists; tracked web statistics and analytics.

