



## Corey Haynes

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## CAREER SUMMARY

For the past 16 years, I have been working as a freelance Web Designer and Marketing Consultant. A trusted partner helping many businesses advance their online marketing goals.

Proficient in Graphic Design for print and web applications.

## SKILLS

- eCommerce Development
- Wordpress CMS
- HTML / CSS
- Logo Design
- Social Media Marketing
- Search Engine Optimization
- Email Marketing
- Event Photography
- Website Design
- Print Design
- Product Photography

## SOFTWARE

- Adobe Dreamweaver
- Adobe Photoshop
- Google Analytics
- Google Webmaster Tools
- IStudio Publisher
- Adobe Illustrator
- Adobe Indesign
- Google AdWords
- Woo Commerce
- QuarkXpress

## PROFESSIONAL EXPERIENCE

### **Bach Medical Supply**, Springfield Missouri

2008 - Present | Freelance Web Designer / Marketing Consultant

- Generated top-five local search ranking for most major product categories
- Built a fully eCommerce capable website on WordPress CMS
- Used CSS to edit Wordpress Themes to customize appearance for desktop and mobile platforms
- Adobe Photoshop to create web banners, social media posts/headers
- Google AdWords Keyword tools to guide contracted writers for content generation
- Google Analytics and Webmaster Tools to track and report website traffic and user trends
- Curate/create daily social media posts, editorial and commercial
- Monthly meetings with ownership to discuss marketing goals and effectiveness

### **Play It Again Sports**, Springfield Missouri

2009 - 2016 | Freelance Web Designer / Marketing Consultant

- Created weekly email campaigns in Constant Contact highlighting in-store promotions
- Adobe Dreamweaver to design consumer emails, front page advertising for their website
- Adobe Photoshop to design electronic billboard advertisements, social media posts, website banners
- Generated top-five local search ranking for most major product categories
- Adobe Dreamweaver to build eCommerce website used to sell team uniforms and merchandise
- Digital photography for store promotions and product advertising/listings
- Met weekly with ownership to discuss marketing goals and effectiveness

## PROFESSIONAL EXPERIENCE

### **Exercise & Rehab Equipment**, Springfield Missouri

2003 - 2008 | Freelance Web Designer / Marketing Consultant

- Generated over \$100,000 in annual sales of fitness equipment online
- Generated top-five local search ranking for most major product categories
- Adobe Dreamweaver to build eCommerce website used to sell fitness equipment
- Digital photography for product listings
- Managed eBay store with 99% customer satisfaction rating
- Negotiated large-scale purchases of fitness equipment
- Point of contact for online sales
- Logistics for shipping of fitness equipment

### **Central Pro-Am Association**, Kimberling City Missouri

2003 - 2006 | Freelance Photographer

- Live action photography from events across the Midwest
- On-site photo editing with Adobe Photoshop for an immediate press release
- Adobe Photoshop editing for 4-color magazine production

### **A & J Printing**, Nixa Missouri

1994 - 2003 | Graphic Design, Project Management

- Coordinated large print projects for the Missouri Sports Hall of Fame, the Lakes Area Chamber of Commerce and Drury University
- Adobe InDesign and Quark Xpress for design and layout projects
- Adobe Photoshop for color correction and image editing
- Point of contact for after-sales customer updates
- Network installation and maintenance
- Server installation and maintenance
- Managed digital files
- Computer, Printer and Film Processor maintenance



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