

Scott M Daugherty

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Objective Secure a position in web design with a dynamic company utilizing my computer art, communication and online marketing skills

Education Bachelor of Science - Computer Graphics Technology
Purdue University – West Lafayette, IN

Experience **Web Design**

Pittsburgh Technical Institute – www.pti.edu June 2005 – Current
Web Marketing Coordinator

- Created and maintained web site utilizing Dreamweaver, Flash, Photoshop, Premiere, After Effects, PHP, JavaScript, and CSS
- Improved natural search engine rankings
- Assisted with photo/video shoots, and edited content for the web
- Managed multiple online pay-per-lead vendors
- Assisted in obtaining natural first page rankings, often 1st position ranking, with targeted academic key words/terms with various search engines
- Doubled web traffic, hits and unique visitors in 1st year
- Tripled online lead generation in a 6 month time frame
- Designed and sent a 13 week targeted email campaign to build online relationships with prospective students based off of HS graduation and programs of interest
- Sent email blasts with event highlights to prospective students based on program of interest to further relationship with prospective students
- Have implemented and designed a customizable web interface which allows for collecting of lead information utilizing EMT Connect2 software.
- Maintained an Admissions intranet tool, utilizing ASP, CSS, Photoshop and After Effects

PRIME / Robert Morris University – www.primepa.org April 2002 – May 2005
Technical Programmer

- Created and maintained web site utilizing Dreamweaver, Flash, Photoshop, Premiere, Studio 8, AutoCAD, JavaScript, and CSS
- Shot and edited photos and video for the web and engineering curriculum
- Created and maintained multi-campus network for PRIME members
- Implemented and maintained video web conferencing system
- Certified Multimedia Author for Tool Book Instructor 8.0+
- Created all company advertisements and graphic design elements
- Managed several graduate assistants to create online engineering curriculum

Freelance / Charity Work 2001 – Current
Web Master / Digital Media Developer

- Created 50+ sites using various technologies for a variety of clients, most often utilizing PHP, CSS, Dreamweaver, Photoshop, Flash, Studio 8, and After Effects. Visit my portfolio online for a recent listing. **www.scottdaugherty.com**

Skills

Design

- Online portfolio to view samples of design and art – **www.scottdaugherty.com**
- Traditional / Fine Art background with technology and computer understanding
- Ability to create attractive and easy to navigate user interfaces
- Testing done in PC and MAC formats on a variety of browsers to assure continuity
- Designs methods are clean and organized
- Digital Photography and Videography skills as well as the ability to edit
- Have created advertisements from start to finish for web and print jobs
- Understanding in print processes and color schemes for print and web
- Primarily design and work on a PC, have design knowledge on a MAC
- Page Layout and Design skills

Search Engine Optimization (SEO)

- Understand and knowledgeable in key elements for natural SEO placement
- Ability to make SEO friendly sites look good and easy to navigate
- Have obtained first page and first position rankings for targeted phrases/words using established white hat methods and elements
- Traffic has at least doubled on every site that has been optimized
- Managed Pay-per-lead and Pay-per-click campaigns
- Knowledgeable in tactics for increasing repeat traffic
- Utilize a variety of Statistical packages for tracking web traffic and email campaigns

Programming Skill Levels

- HTML - Strong
- PHP - Strong
- CSS - Strong
- JavaScript - Strong
- Action Script - Medium
- ASP - Medium
- XML - Beginner
- My SQL - Beginner

Networking / Hardware / Misc. Computer Skills

- Have created and maintained local and wide area networks, including wireless
- Regularly build high-end computers from scratch
- Knowledge in troubleshooting and fixing computer hardware/software problems
- Knowledge of video web conferencing and streaming video

Management

- Managed and coordinated several graduate assistants building online curriculum
- Have a minor in Organization Leadership Supervision, which has given me an understand of people and processes
- Easy to work with and work for, intense on project work, with an easy going hard working attitude