

## education

Web and Interactive Media Design  
Bachelor of Fine Arts  
March 2010

The Art Institute of Dallas  
Dallas, Texas

## skills

Photoshop	Flash	MS Office	ActionScript 3	Bilingual: English/Spanish	Cross-browser compatibility
Illustrator	Premiere Pro	XHTML/CSS	WordPress	Digital design/illustration	Table-less web design
InDesign	After Effects	JavaScript	Joomla	Color Evaluation	Proficient in Mac and PC
Dreamweaver	Coda	PHP	Drupal	Digital photo editing/manipulation	

## experience

### Web Developer

STANDING DOG, LLC

2006 – Present  
Dallas, Tx

Maintain all client web sites, create web banners, and code email newsletters. Accountable for several aspects of projects from concept to completion within fast-paced, frequently changing environment. Collaborate with project managers, designers, developers, writers and SEO experts, and build strong client relationships.

- Overhauled design processes including assisting in developing creative brief questionnaire now used by project managers to guide initial conversations, and implementing standard file structures for easier access to assets.
- Established web development file structures and coding standards, resulting in improved designs and efficiency.
- Played a key role in the acquisition of Hilton Family Boston's site. Executed site maintenance updates and created new pages using the Mambo CMS, and upon converting to flat HTML files, I single-handedly restructured Hilton Family Boston's website to a more manageable and efficient structure.
- Coded over 15+ websites from inception, while managing and maintaining 60-70 client sites.
- Following SEO standards and current web development structures, coded a website for Belize hotel that resulted in increased traffic and a feature spot on CNN's travel website.

### Web Developer

FREELANCE

2007 – Present  
Dallas, Tx

Manage web design projects for small businesses and individuals – market services, create proposals and sales presentations, develop design concepts and build websites and blogs.

- Designed and developed website for church, incorporating a Wordpress blog and creating easy-to-use design that established a presence on the web as well as increasing website traffic.
- Completely revamped site for personal trainer, boosting website traffic and clientele.

### Assistant Video Editor

FIERRO COMMUNICATIONS, INC.

2004 – 2006  
Las Vegas, Nv

Edited over 30 video and audio projects encompassing promotional, legal, and educational material.

- Created system to archive all completed video projects, as well as a system for tracking project status, ensuring departmental focus and enabling producer, project managers and executives to see progress.
- Video edited with minimal to no supervision; created 30 second commercial spots and a thirty minute television show that air on the local cable television market.

## kudos

"Leticia is an extremely hard worker, very organized, and great at what she does. She puts everything into the task at hand and doesn't stop until the work is done." John Syrinek, Software Developer, Standing Dog, LLC

"Leticia and I worked closely on a multitude of web design projects for several clients ranging from independent, boutique hotels to big names such as Hilton...She was always proactive in making sure it met their satisfaction..." Lori Phung, Account Manager, Standing Dog, LLC

See more references at <http://www.linkedin.com/in/leticiasanc>