

PATRICIA KUNGIE

86 Ipswich Road, Topsfield, MA 01983 | Portfolio at www.gadwire.com | patricia@gadwire.com | 978.806.6784

Goal: Secure a rewarding position in a fast-paced environment affording me the opportunity to utilize my skills in web design, online marketing, user-interface design, content management, and project management.

Experience: **Gadwire – Founder of** a web and graphic design firm focused on increasing business and online presence for small companies by developing company identity and maximizing exposure by defining and clarifying the client/company's identity and image, creating a unique, personalized web presence, managing direct email marketing campaigns, and creating and developing social networking channels, including Facebook, Myspace and Twitter.
2006 - present

Services provided:

- Designing company logo, business cards, flyers, postcards, and a range of print advertising
- Creating customized color schemes for logo and website
- Writing, developing, and editing website content, reviewing company publications, interviewing employees, and researching business practices and competitor's positions
- Designing and creating websites: managing the development process from wireframe to completed fully-functional site, working in a Windows environment using Adobe Dreamweaver, Fireworks, and Flash
- Incorporating specialized knowledge of CSS and Accessibility Compliance into website design
- Negotiating and securing hosting company for clients, launching and implementing website, as well as managing and updating content, images, and functionality as needed
- Photographing a variety of products for website utilization as well as optimizing photos using editing techniques in Adobe Photoshop
- Directing and performing email blasts utilizing state-of-the-art marketing software such as Constant Contact, Emma, and iContact
- Incorporating Google analytics and Search Engine Optimization (SEO) practices into design and functionality of websites

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2010 - present **Connolly Financial Advisors, LLC – Technical Consultant and Analyst**

IT Director and Document Controller, managing the firm's technology systems, including document management processes and compliance processes. Control all client data security and storage

Directives include:

- Solving complex hardware, software, and network issues and document the repair process
- Customizing individual computers for maximum efficiency and workflow
- Recommending and approving new technology acquisition
- Installing and upgrading a variety of software programs for individual PCs and across a network
- Streamlining document management process and creating templates to ensure consistency and accuracy in document creation and storage
- Managing document security for confidential client documents

2006 - 2010 **Savant Spoon – Content Manager and Marketing Director** for an online retail company producing high-end fishing lures

Responsibilities included:

- Editing and maintaining an e-commerce website through Yahoo storefront
- Customizing "look and feel" of website, managing and performing all information updates and product additions
- Photographing and photo-editing specialized products in order to maximize product differentiation
- Creating, producing, and delivering online promotions and direct mail marketing and managing all customer contact information including email and physical addresses
- Designing and creating all print and online advertising images, including magazine advertising, promotional postcards, and site banners

2005 - 2006 **Student Occupational Timeline – Usability Director & Interface Designer**

Served as Project Manager for the development of an online behavior-tracking software designed to facilitate treatment of special needs' children by occupational therapists, teachers, and parents

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Deliverables Included:

- Coordinating efforts of Occupational Therapist and ASP.net developer to develop specialized software program
- Coauthoring and editing user manual for software program and creating corresponding online documentation
- Managing page design and "look and feel" for entire website
- Defining and addressing usability issues with Therapist and Developer
- Presenting software demonstrations at conferences on web accessibility for users with special challenges

Coding and Software Proficiencies:

- Adobe Dreamweaver, Photoshop, Illustrator, InDesign, Flash, Fireworks, Captivate
- Adobe Acrobat
- Microsoft Word, Excel, PowerPoint, and Publisher
- Expert knowledge of Cascading Style Sheets (CSS)
- Joomla Content Management System
- Wordpress Content Management System
- HTML, XHTML
- Sage ACT—Contact and CRM software

Education: **BS, Finance**

University of Illinois, Urbana-Champaign, IL

- Graduated With Honors
- Awarded the Outstanding Merit scholarship

MS, Technical Communication & Information Design

Illinois Institute of Technology, Chicago, IL

- Courses and projects included: Document Design, Technical Writing, Technical Editing, Online Design, Curriculum Design, Publication Project Management, and Usability Testing & Evaluation.
- Graduated With Honors: 4.0 GPA