

# Louis Ponder

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Web Designer, Social Media Specialist and SEO Expert

## Objective

Smart, unique, creative Web 2.0-savvy web and graphics designer with a love of technology. An early adopter with a desire to stay on top of new innovations within the industry. Strong analytical and digital research skills with the ability to analyze results and offer constructive recommendations. Very driven personality, and willing to take the extra step to make sure success is guaranteed. Able to work in a team and utilize suggestions from others. Technical background includes:

- **Web 2.0 CSS and XHTML based web design**
- **Search engine optimization and traffic generation**
- **Competitor keyword analysis and research**
- **Template design for various content management systems**
- **Social media branding and relationship building**
- **Proficient in the Adobe Creative Suite of applications (Flash, Illustrator, Photoshop, Dreamweaver)**

Design portfolio can be found at [www.LPonder.com](http://www.LPonder.com).

## Professional Experience

October 2007 - Present Jacksonville, FL

Freelance Web and Graphics Designer,  
Social Media Specialist

- Designs unique graphic templates and websites around content management systems (CMS) using CSS, XHTML, PHP, Javascript, and flash.
- Performs keyword research, competitor site analysis, campaign research, and various other search engine optimization (SEO) techniques to gain placement in search engines.
- Utilizes analytics programs such as Google Analytics, Urchin, and Crazy Egg to analyze user interaction, user trends, and overall SEO performance.
- Develops social media strategy and relationships for promoting websites and developing brand awareness.
- Develops websites and social networks using content management systems: Wordpress, Drupal, PHP-NUKE, Pligg.

Professional Experience	November 2002 – October 2007    Navy Exchange    Pensacola, FL Computer Specialist		
	<ul style="list-style-type: none"> <li>▪ Diagnosed computer problems and assisting customers with cost effective solutions.</li> <li>▪ Built great rapport with customers in order to facilitate return visits and develop trust in the company.</li> <li>▪ Designated trainer new associates as well as offer customer service guidance in difficult situations for fellow associates.</li> <li>▪ Maintains an inventory of merchandise using Excel, Lotus, RETEK and SIMS Inventory Management Software.</li> <li>▪ Received the Associate of the Quarter award in 2007 for all Navy Exchange stores in Pensacola.</li> <li>▪ Received the highest individual customer service award offered by the Pensacola Navy Exchange 2004.</li> <li>▪ Represented the Pensacola Florida store at the national Navy Exchange Electronics Conference in 2006.</li> </ul>		
Education	August 2000 – May 2003    University of West Florida    Pensacola, Florida Associate of Arts Degree		
	<ul style="list-style-type: none"> <li>▪ Continuing towards a marketing degree at the University of North Florida</li> </ul>		
Skills	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> CSS  Adobe Dreamweaver  Adobe Fireworks  Adobe Flash  Adobe Illustrator  Adobe Photoshop  Google Analytics  HTML \ XHTML  Quark  JavaScript </td> <td style="vertical-align: top; width: 50%;"> Search Engine Optimization  Microsoft PowerPoint  Microsoft Word  MYSQL  ActionScript 1.0 , 2.0  C++  Wordpress CMS  PHP  Access  XML </td> </tr> </table>	CSS Adobe Dreamweaver Adobe Fireworks Adobe Flash Adobe Illustrator Adobe Photoshop Google Analytics HTML \ XHTML Quark JavaScript	Search Engine Optimization Microsoft PowerPoint Microsoft Word MYSQL ActionScript 1.0 , 2.0 C++ Wordpress CMS PHP Access XML
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Languages	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> English  Spanish  Japanese </td> <td style="vertical-align: top; width: 50%;"> Fluent - Full Knowledge  Conversational – Limited  Basic - Familiar </td> </tr> </table>	English Spanish Japanese	Fluent - Full Knowledge Conversational – Limited Basic - Familiar
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