

Eileen Genevro
4608 Caswell Ave
Austin, Texas 78751
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Portfolio: www.genevro.com

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Objective To obtain a challenging position as Web Designer

Web Design Examples

- [Organic Food Demonstration](#)
- [The Foundation Incubator](#)
- [Collaborate • Create • Communicate](#)
- [San Jose Job Corp](#)
- [5 Minutes Per Week](#)
- [Service for Information Technology in International Agriculture](#)

Technical Skills

- Extensive knowledge of Adobe Creative Suite, particularly Photoshop
- Expert skills in hand-coding compliant, cross-browser **HTML & CSS**
- Willingness to self-train on evolving technologies
- Solid grasp of design and usability principles
- Familiar with WordPress, JavaScript and SQL

Employment Experience **Marketing Technology Applications Analyst**
Whole Foods Market, Austin, TX, 2006-Present

Responsible for the set-up and deployment of email marketing communications from final creative to post deployment analysis.

- Oversees [national email marketing program](#) to ensure accurate and timely delivery of all national campaigns.
- Manages multiple requests from local, regional and global stakeholders translating business requirements into [successful email campaigns](#).
- Creates templates and coding for [local store email with ICE](#). Provides training and ongoing support for ICE email application to WFM users in all regions.
- Solid knowledge of internet technology and applications, including a broad understanding of email and database marketing infrastructure and technologies.

Store Artist
Whole Foods Market, Cupertino, CA, 2002-2006

Created all in-store signage by computer or by hand including the following: product and store signage, event flyers, posters, calendars and chalkboards.

- Lead rollout of new sign package and successfully updated thousands of signs in the store.
- Successfully worked with store and regional leadership to maintain visual quality and consistency in signs and marketing material throughout store.
- Received praise from 8 department Team Leaders and a bonus from Store Team Leader for exceptional job performance. Chosen as Team Member of the quarter.

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Employment **Web Design, ArtSource, Inc.—WebTV**

Experience Mountain View, CA, 2000-2001

Continued

Web designer with WebTV. Worked with Web Development Team to create and maintain internal and external websites for Microsoft, WebTV.

Web Design, Integrated Partnerships—Packard Foundation

Los Altos, CA, 1999-2000

Web designer with Packard Foundation. Worked on creating employee directory and benefits online. Created printed manual to accompany website. Assisted in the development of new internal websites and online tools.

Education

Bachelor of Arts Degree, Fine Arts, Saint Xavier University

Associate in Science Degree, Internet Technology, Foothill College

Certificate in Graphic Production, UC Santa Cruz Extension

Web Design Classes, Austin Community College