

Summary

Expert Knowledge of XHTML (standards compliance and accessibility), Cascading Style Sheets (CSS), Adobe Fireworks/ Dreamweaver/Photoshop/Acrobat, and Microsoft Office in Windows. IIS 6 Server administration and trouble-shooting experience. Result-oriented Webmaster with more than six years experience developing and maintaining new and existing Web sites, testing, implementing, and evaluating new and existing Web applications.

Web Design and Graphics Skills

- Graphical user interface (GUI) design using HTML/XHTML/CSS, Macromedia Fireworks & Flash
- Knowledgeable with TITLE & META tags, and page content for search engine optimization
- Web standards compliance and basic accessibility issues (as they pertain to XHTML) Set up and maintenance of Secure HTTP, TCP/IP and related applications such as TCP, telnet, and PING
- Planning, coordinating the development and execution of web site structure and navigation layout with server side includes and dynamic content on the collegiate level and for entrepreneurs.
- DHTML: Implementation of CGI Scripts and JavaScripts for Interactivity
- Design & layout of e-mail newsletters and press releases
- Through knowledge of web analytics and behavior of website visitors. Use of data collected from analytics to determine best aspects of website to work towards business objectives.
- Design and produce all Sales, Sales Support and Marketing materials including brochures, newsletters, presentations, case studies and website, ezines, and other materials
- Excellent ability to work as a team player, follow and support company's design and development standards.
- Great ability to communicate clearly and concisely, both orally and in writing; and solve complex problems.
- Uncommon ability to analyze informational requirements and needs, identify problems, examine alternatives, reason logically, and design implementation procedures.
- Exceptional ability to provide clarity in organizing information, and create smooth navigation paths.

Experience

2008 - Present	Webmaster	Saint Augustine's College	Raleigh, NC
<p>This position's responsibility is to prepare long-term plans for Web site development through recommendations for enhancements and modifications to the web presence. Program, troubleshoot and thoroughly test XHTML pages utilizing CSS, JavaScript and other programming languages. Create and ensure consistency in architectural structure, use of uniform fonts, formatting, icons, images, layout and compliance with institutional branding. Identify and manage Web site promotion opportunities with the most frequently used search engines and initiate reciprocal links with relevant educational web directories and other educational sites. Manage website archives for certain portions, e.g. job postings and press releases. Manage the development and integration of graphical and multimedia components into the Web site, including audio and video.</p>			
2008	Interim Webmaster	Johnston Community College	Smithfield, NC
<p>This position provides administrative direction, organization, and professional support for Web Services inclusive of the College Web site, while also providing leadership with regard to strategic initiatives for online marketing of the College and the College Foundation. Major duties include designing, developing, and managing Web sites including scripting and programming. Proficiency with FrontPage and/or Dreamweaver for Web design, HTML, ASP, JavaScript, CSS, Adobe Acrobat and Photoshop, and Microsoft Word.</p>			

2003 – 2008 **Web Design Instructor** Johnston Community College Smithfield, NC

Huskins Program Instructor of Community College Courses including:

- ITN110 Intro to Web Graphics: The creation of Web Graphics in Fireworks MX 2004 which include identifying and working with various web graphic file types, image compression, and conversion, and image slicing for improved download times.
- ITN130 Web Site Management: I teach students the importance of and how to create Web site structural design that is easy to maintain and update and, management of cookies and temporary files. Updating search engines files and definition files as well tracking and reporting tracking search engines position. Web site architecture creating highly functional directory structures that are crawlable by search engines to maximize page placement.
- ITN140 Internet Protocols: Web Protocols http (hypertext transfer protocol), SMTP (simple mail transfer protocol), ftp (file transfer protocol), pop3 (post office protocol) and the TCP/IP (transmission control protocol and Internet protocol) Stack as it relates to Web design. TCP, which is involves but not limited to connection establishment, TCP sliding window, TCP packet format, TCP packet field descriptions and UDP which is the user data protocol. IP which is responsible for IP packet format, IP addressing, IP address classes and Dynamic IP Addressing.

2003 – 2009 **Adult Instructor** Johnston Community College Smithfield, NC

Currently teach computer classes including:

- Microsoft Word versions 2003, 2005 and 2007. Hands-on training including deleting characters and block of text, moving text and images. Setting margins and tabs, as well as creating specialized envelopes and labels.
- PowerPoint 2003, 2005 and 2007. Create slideshow presentations and customizing master's slides to streamline workflow. The use of Word Art and Clip Art to make slide. Creating graphs, changing color schemes, using templates and wizards to add and format text.
- Macromedia Dreamweaver MX 2004 (Web Development Software) in a classroom setting to adults. The Dreamweaver software was used to create multi-page, first generation websites.

2003 – Present **Webmaster and Graphics Designer** IDA Clayton, NC

Create and maintain Web pages for local clients that mostly consist of churches and small organizations. Provided problem solving skills and technical support for their online presence and well as local technical issues that that might have such as problems accessing programs, program instruction, printing support and answer any other technical questions that are out of their technical abilities. Responsible for all uploads using passive FTP (File Transfer Protocol) to Web server in Microsoft and Linux System Servers. Email address are supplied with all Web sites created and 24/7 email support is provided.

2002 **Co-op Technician Assistant** Johnston Community College Smithfield, NC

As a Technical Assistant I was responsible for responding to help desk calls and completing work tickets for the Technicians. Retrieving and delivering computers to faculty and staff on campus. Troubleshooting technical problems and fixing them according to technician instruction, as well as installing, updating and removing software.

2000-2002 **Media-Teachers Assistant** Johnston County Schools Smithfield, NC

As a Media Center Assistant I was responsible for directing the students through the check-in/check-out process. I kept track of book inventory, printed the over due notices, and delivered them to classrooms. Set-up teacher requested movies and kept track of the electronic software and movies. Repaired hardware and taught software applications to teachers and staff of East Clayton Elementary School. I performed all Media Center computer equipment and maintenance was, software programs included "Follet Systems". As a teacher's Assistant was responsible for all preparation materials for the classroom teacher. Chaperoning students to music, gym, art, and media center and reading to students during story time. There were duties such as morning car duty, hall duty, bus duty, on bus assistants and cafeteria duty that was performed daily.

Education

Master of Arts in Organizational Leadership - (presently enrolled)

Gonzaga University, Spokane, WA

GPA: 3.85

Bachelor of Science, Business Administration - (2008)

Mount Olive College, Mount Olive, NC

GPA: 3.5, Major GPA: 3.6.

Associate, Network Administration and Support - (2003)

Johnston Community College, Smithfield, NC

GPA: 3.7, Major GPA: 3.7.

Certificate, Networking - (2003)

Cisco Academy, Smithfield, NC

GPA: 3.8. TCP/IP based network using Ethernet LAN media

Studio Art - (1991)

North Carolina Central University, Durham, NC

Studio Art and Art History

Certifications, Honors, and Activities

- **Certified Webmaster Associate**, World Organization of Webmasters (2006)
- **International Scholastic Order of Two Year Colleges**, Phi Theta Kappa, Smithfield, NC
- **Senior Project Mentor**, West Johnston High School, Benson, NC. Mentored high school seniors with web design projects mandatory for graduation.

Keywords

webmaster, web master, search engine optimization, SEO, proactive, web standards, usability best practices, web design, navigation, current trends in web development, creative, visualizing, collegiate experience, HBCU, Web 2.0, Web 3.0, Power Web User

Portfolio available at: <http://sheremcclamb.com>

References Available on Request