

**Paula J. Parton**

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## **Web Site Developer • Designer • Graphic Artist**

### **Professional Profile**

- Conscientious web developer with real world experience in layout and design.
- Unique ability to define the audience and drive more Internet traffic to market-oriented websites.
- Combines realistic objectives with imaginative talent to deliver unique content.
- Self motivated, reliable Webmaster with nine years experience in:
  - Graphic Design
  - Original Art
  - Site Construction
  - 35 MM Photography
  - Digital Photography
  - Advertising Strategies
  - Keyword Strategies
  - Search Engine Strategies
  - Brochure Layout/Design
  - Form Design

### **Advanced Computer Technology Skills**

<b>Graphic Design</b>	<b>Web Site Design</b>	<b>Word Processing</b>	<b>Operating Systems</b>
<ul style="list-style-type: none"><li>• PhotoDraw</li><li>• Adobe Go Live</li><li>• Photoshop</li><li>• Photo Impact</li><li>• Corel Draw</li><li>• Print Master</li><li>• Print Shop</li></ul>	<ul style="list-style-type: none"><li>• Front Page</li><li>• Dreamweaver</li><li>• Flash</li><li>• Power Point</li><li>• C++</li><li>• HTML</li><li>• Visual Basic</li></ul>	<ul style="list-style-type: none"><li>• Word</li><li>• Excel</li><li>• Access</li><li>• Word Perfect</li><li>• Works</li><li>• Page Maker</li><li>• Precision One</li></ul>	<ul style="list-style-type: none"><li>• DOS</li><li>• Windows 3.X</li><li>• Windows 95</li><li>• Windows 98</li><li>• Windows XP</li><li>• Windows 2000</li><li>• Windows NT</li></ul>

### **Work History**

**Secretary (Parton Construction Company, Bryson City, NC 1983-Present):** I design ads and business cards, keep books/records and file taxes for company.

**Self-regulating, Freelance Web Design Contractor (Echo Valley Creations, Bryson City, NC 1997-Present):** I am chosen by clients to create unique art and exclusive layout design for logos, banners, ads, and content. I test and review sites determining e-commerce initiatives capitalizing on who the audience is and suggesting to management the audiences needs, thus expanding the company's clientele and furthering company goals.

#### **Sample Clients & Results:**

- **Longbranch Estates** – Redesigned client's website to provide more detailed information in an audience pleasing format. Designed estate map showing what lots were available or sold and increased traffic to the site tremendously.

- **Swain County Schools** – Redesigned client’s Internet site to make available online all public record documents and make the layout easier to navigate and more user friendly. Added content and links pertinent to the audience.
- **Vintage Beams and Timbers** – Designed logo and website to reflect company’s desire to educate the public on the value and beauty of recycled antique timbers. Increased sales by at least 100%.

**Teaching Assistant (Swain County School System, 1993-2000 with one year educational leave):** Prepared Editorials for local newspaper; during my fourth year, played major part in the automation of the East Elementary Library using Columbia Automation Systems while working under the most demanding class schedule in the school system; managed Phone Master for the Homework Hotline; attended multiple computer workshops; helped develop a system to keep track of textbooks for Swain County Schools for my System Design Team Project while on educational leave; and designed West Elementary School a website my last year as a fulltime employee.

### Education

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**Southwestern Community College, Sylva, NC. (1997-1998, 2006-)**

- Currently enrolled in ITN classes
- Graduated April 1998. Associates degree in Microcomputer Systems Technology
- Member Phi Theta Kappa Honor Society with 4.0 GPA

### Online Portfolio

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**Websites** (used with permission from owners/CEOs)

- [www.longbranchestates.com](http://www.longbranchestates.com)
- [www.swaincountyschools.com](http://www.swaincountyschools.com)
- [www.vintagebeamsandtimbers.com](http://www.vintagebeamsandtimbers.com)

### Community Involvement

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- Attends Bethabera Baptist Church 2003-present
- NRA Committee Treasurer 2002-2003 (Volunteer)
- MD Booster Club, Treasurer 1999-2003 (Volunteer)
- SC Youth Athletic Assoc., Secretary 1994-1998 (Volunteer)
- SC Horse Assoc., Secretary/Treasurer 1989-1994 (Volunteer)

<p><i>"We can honestly testify that turning our web site over to you for complete re-design and additional information such as: locator maps, area attractions, area restaurants, individual lot view pages and newer better photos has increased our exposure, our traffic and our sales tremendously. We couldn't be more pleased with your services."</i></p> <p>Mike &amp; Elizabeth Penely, Owners Long Branch Estates</p>	<p><i>"Paula, you are accurate, conscientious, creative, helpful, and of most importance for our use, you always provide instant or remarkably fast turn-around time when I ask you for a revision to the Swain County Schools website. You are a pleasure to work with."</i></p> <p>Regina Gilchrist Ash, Director of Instruction Swain County Schools</p>	<p><i>"People tell us regularly we have one of the best websites on the Internet, it is beautiful, easy to access, informative, user friendly, and our photographs are fantastic and company sales projections have increased by 100% over the United States and internationally. Our website is the best advertising tool we have thanks to you, Paula!"</i></p> <p>Barbara Mills, Office Manager Vintage Beams and Timbers, Inc.</p>
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