

Margaret R. Jones

Web and Database
Design & Development

Phone: 303-919-3283
mjones@compendata.com

SUMMARY OF QUALIFICATIONS

- Proficient in print and web publishing technologies. Adept at planning website structure to maximize visitor satisfaction.
- Accomplished in writing, editing, layout and overall publication design.
- Strong in project planning, management and follow up.
- Skilled at interfacing with clients to determine their needs. Knowledgeable in language of business and contracts.
- Compiled/transformed information into usable databases. Extracted/converted data to reports, articles and web pages.

COMPUTER SKILLS, CERTIFICATIONS

HTML	jQuery	Dreamweaver	MS SQL Server	MCITP 70-451	PageMaker
XHTML	Wordpress	XML, Xquery	MCTP 70-432	Access	Quark
CSS	Photoshop	PHP	MCTP 70-433	Panorama	MS Word, Excel
Javascript	Swish	MySQL	MCITP 70-450	Acrobat	Powerpoint

EXPERIENCE

Sole Proprietor, CompenData.com, Aurora, CO, 2006 - present

Recent clients: Barkstorm, Metro MCM Inc., Great Western Galleries & more.

V.P. Print & Web Publishing, Wall-Street.com, Denver, CO, 1996 - 2012

Temporary Office Positions, Experience Factor, Denver, CO. 2007-2008

ACCOMPLISHMENTS

Web Designer/Developer

- Designed and developed over a dozen websites for company and clients.
- Facilitated clients' understanding of technical options and how to optimize their online presence to promote their companies.
- Wrote blogs, designed graphics, created page content.
- Deployed database information on website using PHP.
- Promoted websites via SEO. Analyzed most effective keywords.
- Developed online presence at LinkedIn, YouTube, Twitter, Facebook.
- Promoted companies via social media and professional forum postings.
- Created mobile version of website.
- Marketed products. Produced ecommerce catalogs and shopping carts using content management systems (CMS).
- Designed online banner, tower and box ads placed on leading websites.
- Defined target audience. Set up PPC campaigns.
- Coordinated targeted email campaigns. Created and maintained mailing list.
- Created multimedia video for YouTube and promotional viewing.
- Maintained office peer-to-peer computer network.
- Analyzed results using Google Analytics and similar.

Database Developer/ Administrator / Researcher

- Designed, administered and maintained relational and non-relational databases for financial analysis, mailing lists, directory publishing, project evaluation, record keeping, invoicing and more.
- Researched growth potential and fiscal soundness of public companies.
- Conducted industry surveys and published resulting industry statistics.

Editor / Publisher / Public Relations

- Designed and published documents, flyers, brochures, ads and reports.
- Edited organizational publications, technical journals and directories.
- Wrote in-house company newsletters. Wrote magazine articles.
- Created clients' ads both online and print, for insertion in *Forbes*, *Fortune*, *Business Week*, *Investor's Business Daily*, *Barron's* and more.
- Wrote press releases and evaluated distribution channels.
- Created and delivered visual presentations.
- Organized and chaired meetings. Managed numerous projects.

EDUCATION

B. A. Major in French

Minors in Education and German.
University of Miami, Florida.

Post-graduate studies

Middlebury College,
Middlebury, Vermont

Microsoft Certifications

New Horizons Computer Learning
Englewood, Colorado

**For samples of work,
please visit
<http://www.compendata.com>**

**My LinkedIn page is:
linkedin.com/in/compendata**

