

Michael Wilson

Portfolio: redDRAW.com
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webdesigner &
webdeveloper

^ Experience

Web Graphic Designer

TTI, Inc. (A Berkshire Hathaway Co)

2010-present

- Administer EM3's iOn CMS to manage TTInc.com, TTIEurope.com, and TTIAsia.com.
- Utilize XML/XSLT to develop reusable page templates and components.
- Designed landing pages, email campaigns, and banner ads using CSS, HTML, & JavaScript.
- Responsible for global websites with 10,000 pages and 150,000 monthly pageviews.
- Developed e-commerce pages to interface with Java apps and our online shopping cart with \$10 million in annual sales.
- Developed microsites for The Big Job and The Specialist advertising campaigns.
- Use Omniture SiteCatalyst and Google Analytics to track website and email campaign metrics.

Web Development & Online Marketing

BuyDentalEquipment.com

2008-2010

- Designed and developed DentalWebCenter.com and DentalPlanet.com.
- Redesigned user interface elements for BuyDentalEquipment.com, including overall site design, navigation elements, user controls, and forms.
- Standardized colors, layouts, and graphics across online and print media to increase brand recognition.
- Developed and managed email campaigns to a distribution list of 160,000 dentists using eNewsletter Pro & poMMo software.
- Administered SEM campaigns using AdWords and managed pay-per-click budget.

Freelance Website Design & Development

redDRAW Media Design

2004-2008

- Provided SEO consulting to BuyDentalEquipment.com resulting in top 3 search result (of 15 million) for keywords such as "Dental Equipment" and "Dental Cabinets".
- Designed and developed SmartCabinets.com using CSS, HTML, & JavaScript.
- Provided HTML/CSS, UI architecture, and graphics direction to ACGenius.com.
- Designed and developed local charity websites SarahsCure.com and WiseTri.com.

Certified Senior Software Consultant

PeopleSoft, Inc.

1997-2003

- Domestic and international software implementations for PeopleSoft Supply Chain Management and CRM modules including projects in Scotland, England, Holland, Switzerland, and Mexico.
- Involved in every facet of the Systems Development Life Cycle and served as project manager on several projects.

Software Engineer

Electronic Data Systems

1994-1997

- Completed the 2-year Software Engineer program.
- Developed Data Warehouse System using C and Visual Basic with MS SQL Server.

^ Skills

Adobe CS5
Photoshop
Fireworks
Dreamweaver
JavaScript / JQuery
CSS / HTML
XML / XSLT
MySQL
PHP
MS Office
Windows
Mac

CMS Software
EM3 iOn
WordPress

^ Clients

TTI, Inc.
TTI Europe
TTI Asia
Dental Web Center
Smart Cabinets
Dental Planet
AC Genius
Sarah's Cure
Wise Tri Triathlon
redDRAW Media
TXU Energy
Seagram Company
Toyota
Waste Management
Int'l Red Cross

^ Education

B.B.A. in Management
Information Systems

Midwestern State
University

Wichita Falls, TX
Graduated: 1994