

Kris A. Chelf

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Summary

Motivated, creative graphic and web designer with highly developed skills and proven experience in the latest design software including Adobe Creative Suite and HTML / CSS with the ability to produce powerful results in a timely manner.

Technical & Specialized Skills

Operating Systems:	Windows 7, Windows Vista, Windows XP, Windows NT, Mac OS X
Software / Languages:	Adobe Photoshop, Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Fireworks, Adobe Flash, Adobe Lightroom, Adobe Acrobat, Quark XPress, MS Outlook, MS Excel, MS Word, MS Access, MS Powerpoint, MS Publisher
Internet / Web Technologies:	HTML, CSS, PHP, Javascript, FTP, Telnet

Professional Experience

NEXADENTAL, Omaha December 2015 - Current
Web Developer / Email Marketing Coordinator

- Create and maintain three company websites on a daily basis.
- Develop web pages in Dreamweaver, HTML5, CSS3 and WordPress.
- Create email marketing campaigns.
- Assist in graphic design projects as needed.

PERRIGO ANIMAL HEALTH - dab SERGEANT'S PET CARE (contractor), Omaha, NE February 2014 - Present
Web Developer / Graphic Designer
Assist the Creative Services department in launching 8 new websites.

- Update website content using Dreamweaver, Codekit and Content Management Systems WordPress and Ektron.
- SEO analysis using Google, Bing and Moz Analytics.
- Design ads for websites using Photoshop and Illustrator.
- Develop graphics for local websites.
- Maintain product inventory using Microsoft Excel.

SCHNEIDER ELECTRIC, OMAHA, NEBRASKA

Graphic Designer — 2012 - 2013

Designed & created email campaigns and landing pages for various business units including agriculture, energy, environment, transportation, trading, global services and weather

- Provided graphic design support for 10 business unit managers
- Created banner ads for Schneider Electric & DTN's website
- Created forms for customer input
- Ability to handle multiple projects simultaneously while meeting strict deadlines

SURPLUS SALES OF NEBRASKA, OMAHA, NEBRASKA

Webmaster / Graphic Designer — 2003 - 2012

Redesigned corporate site (www.surplussales.com) to better suit customer demands

- Created, updated and maintained 60,000+ item corporate site daily
- Photographed product, enhanced and prepared images for the web
- Scanned manuals, product specifications and technical information and created Adobe PDF files for web
- Installed, edited and maintained JavaScript
- Designed a monthly flyer featuring specialty sale items and prepared two monthly magazine ads
- Maintained several spreadsheets to monitor usage of all products

MEMBERWORKS, INCORPORATED (VERTRUE), OMAHA, NEBRASKA

Billing / Financial Analyst — 2000 - 2003

Developed, analyzed and maintained 20 monthly Excel reports downloaded from AS400 system

- Analyzed merchant service statements and bank reconciliation
- Analyzed and manipulated AS400 reports in Microsoft Access
- Maintained database information relating to merchant processors
- Advanced spreadsheet design involving pivot tables, filters, charts and macros using Microsoft Excel

OASIS TECHNOLOGIES, OMAHA, NEBRASKA

Graphic Artist / Software Engineer — 1999 - 2000

Create and design video lottery games for the pickle card industry

- Calculated pay tables, winning percentages and strategies
- Designed, created and enhanced all graphics for video lottery games
- Tested games to ensure accuracy in payouts and winning combinations

PROFORMA MARKETING RESOURCES, OMAHA, NEBRASKA

Webmaster / Graphic Artist — 1997 - 2003

Provided graphic and web design support for one of America's top 120 franchises by delivering commercial printing, promotional products, business forms and e-commerce solutions to its clients.

- Designed 8 marketing websites for local companies using Adobe Creative Suite
- Developed marketing materials including brochures, business cards, catalogs, flyers, letterhead, newsletters and logos
- Enhanced graphics for company logos and labels
- Received National recognition from BFL&S Magazine for catalog design

Education

Bachelor of Arts, Industrial Education / Music, University of Nebraska, Kearney, Nebraska

- Four-year degree in Education with emphasis on Industrial Arts and a minor in Music Education

Associates Degree, Computer Information Processing / Accounting, Barnes Business College, Denver, Colorado

- Full-time, 1-year program with emphasis on Computer Processing, Programming, Spreadsheet and Database systems
- 18 credit hours in Accounting including Accounts Payable, Accounts Receivable, Tax and Payroll Accounting

Metro Community College, Omaha, Nebraska, Completed 18 credit hours in Graphic Design / Web Design

Current Websites

Apollo Heating & Air - (www.apollohtg.com)

- Redesigned company website to reflect products and services
- Add new products, images and text

Bent Tree Golf Club - (www.benttreegolfcb.com)

- Redesigned website to showcase Bent Tree Golf Club as one of the premier Golf destinations in Western Iowa
- Photographed golf course, clubhouse, personnel, local events and members for web slideshows
- Created outline diagrams and photographs of each golf hole and entire course layout
- Update calendar of events and monthly newsletters

Country Sunshine Bed & Breakfast - (www.countrysunshine.com)

- Redesigned website for Country Sunshine Bed & Breakfast featuring a Flash introduction, drop-down menus and photos
- Created web slideshows displaying the local Colorado scenery and wildlife
- Created pages for information on rooms, rates, local activities, food, policies, photos, directions and contact information
- Improved the visibility of the website using Search Engine Optimization techniques (SEO)

Kim Chelf - (www.kimchelf.com)

- Developed new website for Kim Chelf for her puppet industry
- Created pages for images, galleries and testimonials
- Maintain site by adding photos of newly created puppets

Royalty Roofing - (www.royaltyroofing.org)

- Developed new website for local Omaha roofing company
- Created pages for information on services, testimonials and general information
- Maintain site by adding photos of new completed projects