Maria Averion

E-MAIL DESIGNER, MARKETING

CONTACT

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Columbus, OH 43235

in Linkedin/maverion

🖌️ Portfolio: https://www.averion.net/

SKILLS

Hard Skills

- HTML5, CSS3
- PhotoShop, InDesign, Illustrator, Acrobat, Bridge, After Effects, XD
- WordPress, Drupal, Joomla
- PHP, JavaScript, JQuery, JSON
- SQL, Database Mgmt, SEO
- Front-End Setup
- Back-End Management
- Systems administration
- Video Production
- E-Mail Setup & Management

Soft Skills

- Communication
- Customer Service
- Problem-solving
- Time Management
- Leadership
- Writing & Editing
- Social Media Management

WORK EXPERIENCE

2010 ● **Owner & Operator**
2021 │ Averion Web Design / Columbus, OH & Remote

Create personal and small business websites for clients using WordPress CMS I design as well as code, so I can create logos, avatars, banners, gifs, headers, favicons, icons and anything else needed for a professional site

- Typography & Font selection and management for extra polish
- Clean, responsive site designs that look good and work well
- I handle all of the technical set up, so the client doesn't have to

2018 ● **Lead Community Organizer (Volunteer)**
2021 │ Local WordPress Meetup Group / Columbus, OH

Organizer for a Columbus WordPress Meetup community group (1,220 members) on Meetup.com. and WordCamp Columbus

- Plan monthly meetings, lead discussions & organize planning team for WordCamp Columbus
- Spoke at WordCamp Columbus 2015 and 2016 and WordCamp Cincinnati 2016

2020 ● **Senior Designer & IT Liaison**
2021 │ The Penny Hoarder / Remote

Designed graphics for social media platforms and managed website additions/changes in an Agile environment, serving as liasion between IT and editorial teams

- Completed weekly reports of IT progress on editorial requests
- Designed wireframes and mockups in Adobe XD
- Project Management with IT Devs
- Front-End interface design in a mobile-first environment
- Consulted on UX/UI and SEO strategies

2019 ● **Website Strategist**
2020 │ Chemical Abstracts Systems (CAS) / Columbus, OH

Designed graphics for social media platforms and managed website additions/changes in an Agile environment, serving as liasion between IT and editorial teams

- Completed weekly reports of IT progress on editorial requests
- Designed wireframes and mockups in Adobe XD
- Project Management with IT Devs
- Front-End interface design in a mobile-first environment
- Consulted on UX/UI and SEO strategies

2018 ● **WordPress Web Developer**
2019 │ InXite Health Systems / Columbus, OH

Designed, developed and launched 3 WordPress websites

- Front-end, back-end and full-stack development
- UX/UI, responsive design, SEO, site security, virus protection, social media integration, HTML5, CSS3, PHP & Javascript

EXPERTISE

- WordPress
- Art Direction
- Design/Illustration
- Web Design
- Web Development
- E-Mail Marketing
- Photo Editing
- Content Management
- Troubleshooting
- Project Management

SOCIAL

Linkedin / maverion

Facebook / maverion

Instagram / mcaverion

Twitter / MariaTwit

Pinterest / averion0261

REFERENCES

Ken Lyons

Visuals Director at The Penny Hoarder

P: 727.337.1421

E: kenlyons@icloud.com

Eric Myers

Vice President, Marketing & Customer Experience at The Wasserstrom Company

P: 614.560.1981

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Andy Boltax

President, Red Badge Consulting, Inc.

P: 202.309.1380

E: andy@redbadge.us

WORK EXPERIENCE

2017 — **Adjunct Professor @ School of Visual Communication**

2017 — Ohio University / Athens, OH

- Taught WordPress (Interactive Multimedia III) Spring Semester 2017. Class focused on WordPress CMS basics, UX, Usability, CSS, HTML, PHP, Front-End & Back-End Design
- Taught Intro to Design, Fall Semester 2017. Class focused on contrast, repetition, alignment, proximity, basic typography & color theory

2017 — **Bed, Bath & Beyond E-Mail Coder**

2018 — Kreber Graphics / Columbus, OH

Took jpg files, corrected & proofed, then sliced them & hand-coded for responsive BBB & Harmon E-Mails during Black Friday season

2015 — **Web Consultant**

2015 — Ohio Wesleyan University / Delaware, OH

Assisted the University Communications Department to plan and implement their final website redesign installation

- Helped manage a variety of other misc. web-related projects
- Set up and led training sessions, wrote documentation
- Front-End design and usability
- Touch-screen display presentation using InVision

2008 — **Photo Editor & Producer**

2016 — Microsoft & MSNBC.com / Redmond, WA

Managed, selected & edited images for Bing.com, MSN.com, MSNBC.com, NBCSports.com & Today.com, during the Beijing Olympics in 2008

1999 — **Assistant Editor**

2004 — The Washington Post / Washington, DC

- **Assistant Systems Editor** (Newsroom Help Desk) – Answered phones, fixed issues & did project work, documentation & training
- **Assistant News Editor** (Newsdesk) – Managed news stories & designed & typeset pages on deadline for major Metro newspaper
- **Assistant Photo Editor** (Photo Desk) – Managed, edited photos for daily production & organized assignments for photographers

EDUCATION

1985 — **Bachelor of Arts**

1990 — The Ohio State University / Columbus, OH

Journalism, College of Journalism, Communications. Newspaper Track

2006 — **Master of Arts**

2009 — Ohio University / Athens, OH

Coursework for MA, School of Visual Communications in Photography. Photo & Graphics Management Track