

Victoria Atanassova

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PROFESSIONAL SUMMARY

An analytical web designer/front-end developer with 4 years of experience in visual design and development for web interfaces. Focused on brand exposure via logical and intuitive user interface experience throughout all aspects of the creative process. Proficient in hand-coded html, css and tableless layout, image manipulation, collateral design, technical illustrations, using various Adobe Suite applications—Dreamweaver, Flash, Photoshop, Fireworks Illustrator, and InDesign.

TECHNICAL AND TRADITIONAL SKILLS

- Web: hand-coded html, CSS, and action script
- Applications: Dreamweaver, Photoshop, Fireworks, Flash, BBEedit, After Effects, Premiere, Cleaner, ImageReady, Illustrator, InDesign, Acrobat, QuarkXPress, FontLab, MS Office, PC and Mac
- Other: graphic design, technical illustration, sketching, story boarding, and image manipulation

PROFESSIONAL EXPERIENCE

Sr. Channel Marketing Specialist, 2011–Present

DYMO Endicia, Palo Alto, California

- Full cycle of concept and development of microsites, landing pages, and lead generation forms to support marketing
- Designed email campaigns to nurture existing contacts and drive new leads
- Updated website content including store products, product updates, webinars, and partners information
- Created direct mail pieces in correlation with marketing programs
- Worked on lead generation marketing programs, vertical research and evaluation, and Salesforce support

Freelance Web Designer/Developer, 2009–2011

Energy Recovery Inc., San Leandro, California

- Developed micro sites and landing pages to promote new products and features and reassured their online presence
- Designed flash banners featuring a visual representation of the company's technologies and products
- Launched a quarterly html e-newsletter, extending brand awareness and delivering the latest news to customers and prospects
- Created and deployed email campaigns to promote seminars and trade shows, ensuring further brand exposure
- Worked on developing technical illustrations showing products, their processes and work cycles

Web Marketing Specialist, 2008–2009

Neopost Inc., Hayward, California

- Developed and implemented new landing pages for products, features, and mail industry updates which lead to increased ROI
- Designed flash banners, teasers, and ads to feature new products and reintroduce less-known products
- Established company email templates for internal and external communications, which expanded brand awareness
- Designed email campaigns to promote lead generation initiatives, and direct mail campaigns
- Deployed a quarterly html e-newsletter to keep customers and prospects up to date
- Updated customer-facing website and sales portal including product updates, press releases, case studies, and articles
- Assisted Sr. Marketing Manager with search engine optimization and various marketing campaigns

Freelance Web Designer/Developer, 2007–2008

- Visual design and development of web interfaces from concept to finish
- Researched, optimized, and created new graphics to target the clients' needs
- Created and implemented flash teasers and pages to emphasize products and services
- Maintained client sites, with key responsibility for creation of web content and search engine optimization

Graphic Designer, 2006–2007

SF Examiner, San Francisco, California

- Conceptualized, designed, and updated ads for clients and businesses of various industries
- Pre-press production, layout and image manipulation
- Participated in the production of yearly publications such as "Bridge to Bridge" to market local businesses and services

EDUCATION

Academy of Art University, San Francisco, California, May, 2004

Bachelor of Fine Arts, Computer Arts/New Media

National Academy of Fine Arts, Sofia, Bulgaria, June, 1996

Painting and Drawing