

PROFILE

A highly motivated and creative professional with proven B2B and B2C design, writing, public relations, marketing, and management skills. Expertise in taking ideas from concept to completed product on time and within budget. Objectives include contributing my skills and expertise in a dynamic agency or corporate environment.

- Results oriented with a high energy level
- Exceptional oral, written, presentation, and conceptual skills
- Cross-cultural communication and strategy
- Ability to meet demanding deadlines
- Project planning, coordination, and management
- Problem-solving
- Knowledge of diverse industries

PROFESSIONAL SKILLS

- Web design, internationalization, migration, content creation and editing, content management
- Project management, strategy, and execution
- Design press kits, corporate identities, promotional material
- Marketing and business presentation design and layout
- Design, write, and produce press releases, press kits, press clippings books
- Write persuasive and creative product and marketing copy
- Proofreading and copyediting
- Research and write feature articles, reports, and editorial pieces
- Develop and maintain network of media relationships
- Coordination of advertising and marketing functions
- Develop proposals and programs; submit bids

TECHNICAL SKILLS

- Windows OS 95, 98, 2000, XP Professional / Cross Platform Capability
- Microsoft Office Suite 2003, Office XP, Visio, FrontPage,
- SharePoint, SharePoint Portal Server, CMS, XML, HTML, IE, JavaScript, Netscape, Visual SourceSafe, SourceOffSite, Microsoft Site Server, Various FTP Programs
- Photoshop, Illustrator, PageMaker, InDesign, CorelDraw, QuarkXpress
- Freehand, Dreamweaver, Fireworks, Flash
- Quicken, Quickbooks

PROFESSIONAL EXPERIENCE

Web Designer/Author – Marketing Communications (Contract), Microsoft Corporation March 2005 – September 2005

Build several Intranet sites concurrently for an internal audience. Establish and communicate both the team and organization's business objectives and identity. Develop project timetables and provide strategic direction and development for online projects, including web graphics, content and overall layout from concept to implementation. Responsible for look and feel of multiple web sites as well as the final build and publishing to the SharePoint Portal Server platform. Responsibilities also include the design and building of other online marketing collateral such as newsletters and presentations. Maintain content on a daily basis for the team site. Assist with other marketing projects as necessary.

Marketing Communications Specialist (Contract), Regence Blueshield October 2004 – February 2005

Project work for the MarComm department in an ad hoc capacity. Initiate and complete a wide variety of projects including design, copywriting, editing, and production for collateral needs. Facilitate department transition through a company-wide reorganization.

Lynn Belmont

Presentation Designer / Architect (Contract), Microsoft Corporation July 2004 – September 2004

Customer engagement mapping project for the US Small Business Marketing Team. Project objective was to understand the small business customers' experiences with Microsoft. Targeted every Microsoft touch point with small business customers by interviewing internal customers and content owners, illustrated findings through diagrams, and designed a visually appealing presentation. Worked independently to understand the ideal/planned processes and identified inconsistencies in processes from a customer's perspective. Used cross-team communication, logic, reasoning, design and writing skills.

Web Author (Contract), Washington Mutual June 2004 – September 2004

Convert and migrate the existing enterprise Intranet site from SharePoint Portal v.1 to the new platform (SharePoint Portal v.2). Site was built with an integrated architecture, using CMS as a content tool and repository. Responsibilities included interfacing with users/content owners to understand and determine their web site needs and related issues associated with content, usability, and user experience. Created, developed, tested, and posted pages. Created flow charts and page inventory lists to illustrate architecture and site flow. Created training documentation to support internal education efforts.

Marketing Designer / Writer (Contract), Redmond Technology Partners January 2004 – April 2004

Consulting role on a Microsoft project entailed supporting customer-focused content for the forty MSN channel sites. Designed and edited presentations in addition to interpreting and updating demographic information for site content. Project also included layout, design, and editing marketing collateral pieces for an audience of media-savvy advertisers.

Email Content Author / Editor (Contract), Drugstore.com June 2003 – November 2003

Collaborated with the creative team to define and establish overall look, feel, and content of email marketing campaigns. Identified demographics to plan, strategize, and write compelling product messaging for a multitude of products. Coordinate messaging across all media for consistency. Project also entailed product copy generation for the Holiday 2003 print catalog. Email campaigns generated 30K online orders in October 2003 resulting in \$1.5 million in company revenue.

Production Editor (Contract), Regence BlueShield November 2002 – May 2003

Responsibilities included creation of and project management for four provider manuals intended for the provider community of twenty thousand. Project included developing consensus for final content among numerous departments within the organization. Coordinated with the internal web team for execution of online versions for all manuals. Final print production was 20K manuals.

Web Designer / Graphic Designer (Contract), Graham & Dunn PC August 2002 – October 2002

Concepted and developed a new transitional web site for a group of eighty attorneys. Designed graphics and layout. Developed and migrated ASP pages and acted as technical support. Set up and maintained dev server files.

Assistant Project Manager / Marketing Specialist (Contract), AT&T Wireless July 2002 – September 2002

Responsibilities included project management of multiple web sitelets simultaneously within the enterprise site. Also acted as web editor, proofreader, and liaison with the external design studio and internal technical team to achieve project implementation within project milestones and deadlines.

Presentation Designer / Web Designer (Contract), Virginia Mason Medical Center September 2001 –

October 2002 Project responsibilities included presentation designer and editor. In addition, acted as a web designer and editor to achieve a fresh and updated look for the organization's Intranet. Project also included staff software applications training.

Web Content Editor / Assistant Webmaster (Contract), Avanade Inc. January 2001 – September 2001

Avanade Inc. is a joint venture between Microsoft and Accenture that leverages the Microsoft platform to deliver enterprise technology solutions. The project included cross-cultural internationalization of eleven country web sites and entailed strategy and collaboration on a global basis. Gathered, re-wrote, and edited all content according to corporate standards. Worked in concert with technical, engineering, marketing, graphics, and legal teams for documentation and content approval. Worked on multiple sites concurrently. Migrated 2,200 pages from HTML to XML. Maintained and managed site daily using Visual SourceSafe, SourceOffSite and Site Server.

Lynn Belmont

Representative Clients

Airborne Express
Avande, Inc.
BBFM Creative
Drugstore.com
King County Metro Council
Microsoft Corporation
Polo Ralph Lauren
Providence Health Systems
REI
Regence BlueShield
Washington Mutual
Virginia Mason Medical Center

Representative Media

Daily News Record
Footwear News
MR Magazine
Outdoor Retailer Magazine
Sporting Goods Business
Travel Guide
Vogue
Women's Wear Daily

Web Sites

Web Developer/Designer – <http://telrex.com>
Web Developer/Designer – <http://www.pntsllc.com>
Web Developer/Designer – <http://www.choicesedgroup.org>
Web Developer/Designer – <http://www.lineabluestudio.com>
Web Designer – <http://www.lineabluestudio.com/webpg33>
Web Designer/Author – Microsoft Corporation (Intranet)
Web Content Editor – Avande Inc.
Web Content Editor – Metropolitan King County Council
Web Author – Washington Mutual
Web Content – AT&T Wireless
Web Designer – Graham & Dunn PC
Web Designer/Copywriter – Vista.com

EDUCATION

New Horizons Computer Training Center, Microsoft Certification in progress
University of Washington, Certification - Software Product Management
Edmonds CC, Associate of Technical Arts
The Evergreen State College, Communications and Performing Arts