

# ALISON DOVIDIO

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## Professional Background

Strong educational background and experience in graphic design, user interface design, email marketing design, e-commerce management and Flash development.

## Expertise

Actionscript	Dreamweaver	Google Analytics	Microsoft SharePoint
Adobe Bridge	Exact Target	IHDP Software	Microsoft SharePoint Designer
Adobe Illustrator	Flash CS4	Microsoft Excel	Microsoft Word
Adobe InDesign	FileNet Content Manager	Microsoft Outlook	Movavi
Adobe Photoshop	Flix Pro / On2 Technologies	Microsoft PowerPoint	XHTML/HTML
CSS			

## Awards, Honors and Accomplishments

### Featured in Layers Magazine, July/August 2008 Issue

- Chosen to be featured in Layers Magazine's Design Makeover article  
[View the article](http://layersmagazine.com/design-makeover-3.html) (<http://layersmagazine.com/design-makeover-3.html>)

### OSRAM SYLVANIA Employee Recognition

- 2009- Employee recognition award for exceptional work implementing and launching the new [SYLVANIA Online Store](http://www.sylvaniaonlinestore.com) at <http://www.sylvaniaonlinestore.com>
- 2007- Employee recognition award for outstanding effort and developing Osram Sylvania's Export and Customs Compliance intranet website.

## Experience

### Osram Sylvania (of Siemens Global)

Danvers, MA

September 2006-Present

**Web Designer** (January 2010-Present)

**Graphic Designer** (May 2008- January 2010)

**Marketing Specialist** (April 2006-May 2008)

**e-Marketing Intern** (September 2006-April 2006)

Hired as a marketing intern and promoted several times into positions of progressive responsibility. As Web Designer primary responsibilities include creation of all creative materials and digital assets, online marketing, email campaigns, e-commerce and content management.

- Responsible for design, development and enhancement of 3 corporate websites for Osram Sylvania: eCommerce, Customer Extranet, and Sylvania's public site.
- Developing concepts and designing digital assets including web pages, banners, promotions and trade show touch screen displays
- Flash design, development and conversion.
- Responsible email marketing campaigns, including the design and development of HTML emails and email templates— Campaigns include invitations, product launches/updates, promotions and newsletters.

## ALISON DOVIDIO

- Management of products, customer service, user interface design, adding new products and promotions for e-commerce. As a result increased sales by 20%.
- Content management, including consolidating, organizing and formatting information from business units and departments to create a seamless user experience.
- Create and deploy the SYLVANIA monthly newsletter, Bright Ideas; Includes gathering information and creating articles, FAQs, Polls and featured products, coding the newsletter based on HTML, CSS and email guidelines, testing newsletters functionality across email platforms and browsers, management of subscribers, promotions and marketing.
- Training and support for content contributors.

### SUGARFISH Creatives

Medford, MA

January 2007-Present

#### Freelance/Consulting

- Graphic design, web design, web development and Flash development with accountability for marketing and selling services, managing all client relationships, controlling budgets.
- Projects include:
  - Bid It Local logo and website design.
  - The Jonathan Kleemola Memorial Fundraiser website design and development.
  - Minute Man Sharpshooters logo.
  - Flash development for a New York University Sociology study.
- [View Online Portfolio](http://www.sugarfishcreatives.com/portfolio.html) (http://www.sugarfishcreatives.com/portfolio.html).

### Matthew Ferrara & Company

Methuen, MA

March-August 2006

#### Web Design & Marketing Intern

- Creation and administration of marketing materials.
- Assisted the Director of Marketing with web design and development.
- Editing audio recordings for webinars and training materials.

## Education

### Certifications and Courses:

#### Synergy Technology Training Series- Microsoft SharePoint

2011

- Gained knowledge on subjects including:
  - SharePoint 2010 Design
  - Content Management and Productivity
  - SharePoint Reporting
  - SharePoint Server 2007 End-User and site owners
  - Nintex Workflow 2007

#### New Horizons – Microsoft SharePoint Designer

2011

- Acquired education on how to navigate and use the new Ribbon interface, new features from Designer, what changes have been made to the actions and conditions of workflows, how to build external content types, and how to modify Out Of the Box Workflows.

#### Sterling Ledet & Associations - Adobe Dreamweaver CS4 Web Design Boot Camp

2010

## ALISON DOVIDIO

- Provided the knowledge and hands-on practice needed to build and manage dynamic web sites using industry standards for professional web development and design.

### **ONLC – Microsoft SharePoint Designer** 2009

- Learned to use Microsoft SharePoint Designer 2007 to create and modify SharePoint sites.

### **2008 Photoshop World Conference** 2008

- Photoshop and digital photography conference.

### **Clark University** 2008

Woburn, MA

#### **Masters Certification in Visual Communications: Graphic Design & Web Development**

### **Merrimack College** 2002-2006

North Andover, MA

#### **Bachelor of Science in Business Administration**

- Major: Marketing
- Minor: Digital Media

### **Relevant Websites**

<a href="http://www.sugarfishcreatives.com">SUGARFISH Creatives</a>	Online Portfolio and Personal Website	<a href="http://www.sugarfishcreatives.com">http://www.sugarfishcreatives.com</a>
<a href="http://www.sylvania.com">SYLVANIA</a>	OSRAM SYLVANIA's Public Website	<a href="http://www.sylvania.com">http://www.sylvania.com</a>
<a href="http://www.sylvaniaonlinestore.com">SYLVANIA Online Store</a>	SYLVANIA's E-Commerce Website	<a href="http://www.sylvaniaonlinestore.com">http://www.sylvaniaonlinestore.com</a>
<a href="http://twitter.com/_SUGARFISH">Twitter Updates- SUGARFISH</a>	Twitter Account	<a href="http://twitter.com/_SUGARFISH">http://twitter.com/_SUGARFISH</a>

### **References**

References are available on request.