

**Mr. Dylan T. Schuster**  
Professional Web Design & Online Marketing  
Online Portfolio at [www.dylanschuster.com](http://www.dylanschuster.com)

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## Personal Profile

- Three years professional experience in web design, creative branding and business writing
- Leadership and training experience with new hires and current employees
- Superior customer service skills and comfortable in cross-selling scenarios

## Work Experience

### **Xavier University**

July 2008 to Present

#### *E-Marketing Web Developer*

- Custom website design for university special events, fundraising, athletics and alumni relations, including dynamic site development in ColdFusion and Flash
- Designing and managing numerous e-newsletters with as many as 25,000 subscribers each
- Developing e-marketing campaigns to boost enrollment, monetary gifts and alumni involvement in school activities, including through social media sites such as Facebook, Flickr and Twitter
- Maintenance and additions to Xavier University main site
- Designing and coding email blasts for advertising upcoming events and fundraising campaigns
- Supporting print materials and developing strategies for successful web conversion
- Video editing and slide show development, including Flash work

### **Network Solutions**

March 2006 to July 2008

#### *E-Commerce Web Designer, New Hire Trainer, Copywriter, Project Coordinator*

- Custom website design for .NET e-commerce platform and other content management systems
- Flash banners, page layout and button schemes for interactive websites
- New hire training, mentoring and supervising while continually fulfilling design projects
- Pre-existing website modifications, redesigns and client consulting
- Customer service and technical support, including referrals and client dispute resolution
- Graphic design, image compositing and photo retouching
- Website consultations and project management
- Copywriting and copy editing client content, including for search engine optimization purposes
- Cross-selling support products such as online marketing packages, domains, hosting, etc.

### **Bankers Training & Certification Center**

July 2005 to Feb. 2006

#### *Manager, Technical Writer, Copy Editor, Quality Assurance*

- Managing a team of contract copy editors, QA personnel and template designers
- Coordinating and fulfilling special projects and out-of-scope tasks with company executives
- Editing Flash-based computer training courses on federal banking regulations
- Researching and writing scripts for new computer-based training courses

### **Saint Louis University Campus Film Series**

Spring 2005 Internship

#### *Student Intern*

- Promoting, advertising, scheduling and managing weekly feature film screenings
- Designing promotional materials, including posters and flyers
- Researching films and creating fact sheets for audience distribution
- Leading group discussions following film screenings

## Technical Expertise

### **Relevant Skills**

- Web 2.0 design and development that meets current web standards
- Print design and page layout
- Cross-browser testing
- Oral and written presentations
- Online marketing:
  - Social media for businesses
  - Search engine optimization
  - Press releases
  - Pay Per Click advertising
  - Banner ads
- Copywriting and copy editing
- Dynamic site development in open source content management systems
- Proficiency with PC and Mac computers
- Major project management
- Creative consulting
- Training, leadership and teamwork

### **Proficiency**

- XHTML / CSS
- Photoshop
- Illustrator
- Dreamweaver
- Microsoft Office
- Final Cut, Soundtrack, LiveType
- WordPress

### **Working Knowledge**

- AJAX / JavaScript / XML
- Flash / ActionScript
- Fireworks
- Drupal and other online CMS
- ColdFusion
- PHP / MySQL
- AfterEffects

## Education

### **Saint Louis University**

*Graduated Summa Cum Laude May 2005, B.A. Communications*

*Certificates earned in Film Studies and Creative & Professional Writing*

- Four-time Dean's List recipient
- Contributing writer for *Inkwell* magazine, 2004 and 2005 editions
- Head of "Billiken Blockbuster Cinema," on-campus movie network
- **Courses include:**
  - Methods of Rhetorical Analysis
  - Business & Professional Writing
  - Media Ethics
  - Creative Writing: Fiction
  - History of Journalism
  - Editing
  - Journalism Writing
  - Film Criticism
  - Creative Writing: Screenplay
  - Film & Politics
  - Reviewing the Arts
  - Literature & Film: World War II

## Portfolio

*Available online at [www.dylanschuster.com](http://www.dylanschuster.com)*

## References

*Available on request*