

Betsey Hodson

3632 Architect Avenue • Minneapolis, Minnesota • 55418

612-259-8639 (h) • 650-766-2505 (c)

betsey.hodson@gmail.com

www.betseyhodson.com

PROFESSIONAL EXPERIENCE

Freelance Graphic and Web Designer

betseyhodson.com, Minneapolis, MN

July 2009 – Present

- Freelance graphic design, projects including: designed, prepared for print and updated flyers, brochures, postcards, etc.
- Freelance web design, projects including: web reorganization, production, design/redesign, coding updates and more.
- Other miscellaneous freelance projects, including: product photography, photo retouching, image optimization and other graphic production work.

Web Producer/Projects

The Collaborative, Minneapolis, MN

July 2009 – July 2010

- Transferred database of over 20,000 records from old software to new, user-friendly and updated software. Involved data management, transfer and cleanup of data, as well as implementation, training and user manual creation.
- Managed upgrades of collaborative.net, including updating press section for daily mentions and adding video clips to make website more interactive.
- Streamlined email blast procedure with new data export process as well as updated HTML code.

Web and Graphic Designer

bebe.com, San Francisco, CA

June 2008 – April 2009

- Designed, coded and deployed email marketing messages; worked in conjunction with marketing, store operations and communications teams.
- Designed weekly bebe.com updates, refreshing landing pages and content. Created and incorporated graphics, flash modules, videos and animations.
- Designed and implemented new content for redesign of bebe.com, launched in January 2009.
- Assisted in the development and implementation of social media marketing, and analyzed site performance across affiliate marketing sites in effort to increase brand recognition and appeal.

Senior Internet Coordinator

Williams-Sonoma.com, San Francisco, CA

July 2007 – May 2008

- Acted as an integral member of the creative production team for complete redesign of Williams-Sonoma.com.
- Managed production of new pages for redesign, including a new proofing process that increased the site from a proof of 40 pages to one of over 300 pages. Helped to keep creative, business and merchandising teams on track to execute redesign. New additions included specialty shops with increased content, flash movies and expanded categories.
- Managed weekly product builds for ws.com – incorporating merchant and business needs with that of the creative production schedule. Helped train new associates.

Web Producer/Production Designer

The Sak, San Francisco, CA

June 2004 – July 2007

- Designed and coded weekly email newsletters to database of over 10,000 customers for two brands.
- Re-touched and re-colored all images for web; a total of 300 images changing on a monthly basis.
- Directed and implemented a new interactive advertising section for thesak.com.
- Led redesign of Elliottluca.com to reflect new brand and image standards. Managed team of developers, designers and content owners to launch on time and within budget. Resulted in a sales increase of 77%.
- Created, organized and optimized a database of all product imagery, consisting of over 8,000 images.
- Increased thesak.com sales 50% from 2004 to 2005; a direct result of increased product imagery and redesigned email newsletters.

Internet Production Coordinator

ChevronTexaco, San Ramon, CA

November 2002 – May 2004

- Implemented transglobal training program and solely authored guide that enabled worldwide affiliates to produce timely content via the Content Management System (CMS).
- Coordinated and updated existing content and added company press releases, as well as created and optimized images for three external web sites (ChevronTexaco.com, Texaco.com and Chevron.com).
- Converted quarterly CVX print publication into HTML by developing page layouts and image optimization.
- Created product and informational web pages based on existing website style for company affiliates.

Special Projects

The Collaborative, Minneapolis, MN

June 2001 – October 2002

- Developed, implemented and delivered original online publication and HTML email newsletters that enabled company to market its services to clients in a timely manner.
- Initiated new designs for promotional brochures and advertisements.
- Educated and trained staff on a wide range of software, technical systems and computer networking.
- Managed and cataloged online image bank of over 2,000 photos and logos.
- Acted as a liaison between company and vendor for the creation of a new online database system.

EDUCATION

Macalester College, Bachelor of Arts, St. Paul, MN

May 2001, Major: Communication Studies

SOFTWARE

Proficient in Macintosh and Windows-based systems; *Design*: Photoshop, Illustrator, InDesign, Flash, QuarkXPress; *Office*: Microsoft Word, Excel, PowerPoint, OpenOffice; *Database Systems*: Daylite; *Coding*: GoLive, Coda, Dreamweaver, FrontPage, HTML, XML, CSS, PHP, ColdFusion, Content management Systems.