



E: lesliesultani@msn.com

Web Samples:

- [andreaeharrison.com](http://andreaeharrison.com)
- [simplybewellorganics.com](http://simplybewellorganics.com)
- [insightgolf.com](http://insightgolf.com)
- [bethyorkre.com](http://bethyorkre.com)
- [broadluxeauction.com](http://broadluxeauction.com)
- [gkrresidential.com](http://gkrresidential.com)
- [sanfranciscosoapcompany.net](http://sanfranciscosoapcompany.net)
- [metroaddress.com](http://metroaddress.com)
- [mmillerfur.com](http://mmillerfur.com)
- [marketingmessages.com](http://marketingmessages.com)

**Web Designer**

4/2007 - 6/2008 Boston Logic Technology, Inc. Boston, MA

- Assessed clients goals, developed site plan, builded wireframes and walk client through proposed site
- Researched open source and other available programs to best match project needs
- Managed projects, communicated and coordinated with client on process and organized delivery of required materials
- Responsible for designing and developing web sites from concept, mock up, template to QA and launch. Keeping clients established style and standards. In some occasions, branding was either created or enhanced for better online visibility and SEO ranking
- Experienced in converting a clients photoshop design to produce a website
- Helped maintain, troubleshoot, quality assurance, test and update existing client websites
- Prepared code for SEO and redesigned navigation and information for better usability
- Designed custom email/online marketing templates for use with icontact, constant contact and craigslist.
- Experienced in creating Ruby on Rails, CSS, WordPress Templates. Learned, developed and trained in Drupal, SilverStripe and Zen Cart for specific client projects
- Attended prospective client meetings with assist sales representatives in order to help increase chances of closing deals
- Assisted sales team with estimates. Created sales tools and print marketing materials
- Designed User Interface for Boston Logic's Logic Rentals software application

**Contract Position – Jack of all Trades**

6/2006 - 4/2007 Demiurge Studios, Cambridge, MA

- Developed and Maintained company Wiki
- Designed company business cards and print advertisement
- Researched and Implemented current Time Off system
- Implemented Resume/Job Posting database to keep track of staffing needs
- Organized the recruitment of new staff, arranged travel, meetings and appointments
- Reviewed and updated health and safety policies. Managed personnel records
- Ordered office furniture, and supplies and organized office maintenance and repair work
- Supervised implementation of new office systems

**Marketing Print & Web Designer**

4/2003 - 2/2004 Charm Sciences, Inc., Lawrence, MA

- Designed and implemented marketing branding standards for employee compliance. Developed intranet for external and internal employees to obtain all marketing/promotional materials
- Designed all marketing materials; sales collateral, catalogs, management presentations, tradeshow signage, magazine advertisements, website, html/flash demos, and splash page
- Created product logos and design product packaging
- Photographed products and equipment for print and web use
- Created sales tools, online demos and product training materials
- Designed CharmLink software user-interface look and icons
- Created and implemented a collateral/content management system
- Wrote some press releases and copy for direct mail and advertisements

Skills:

MAC & PC

Fluent Spanish

Project Management

Client Relations

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Microsoft Office

QuarkXpress

HTML / XHTML / PHP / CSS

Content Management Systems

WordPress/Drupal/ZenCart

E-Commerce

Search Engine Optimization

Section 508/ Web Accessibility

Browser Compatibility

Basic Knowledge in:

Javascript

Perl/CGI

Flash/Actionscript

Ruby on Rails

Joomla

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### Marketing Communications Designer

12/2000 - 6/2002 Northern Light Technology, Inc., Cambridge, MA

- Developed and maintained Northern Light's online and print image among consumers and business-to-business clients for both US and international locations
- Created high-quality print and new media materials to be used by the enterprise sales, partnership marketing and ad sales departments
- Hired, managed and interfaced with service bureau, magazine production managers, printing and shipping vendors including working with fulfillment houses
- Developed animated and still banner ads. Resize/reformatted print ads
- Assisted in the information architecture and User-Interface design of marketing sections of web site
- Maintained and produced graphic elements for Northern Light intranet site. Designed and developed the marketing enterprise site. Created and designed Flash/HTML site demos
- Designed and place marketing campaigns and report ROI to managers

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### Web and Print Designer - Contract

7/2000 - 12/2000 Fairmarket, Inc, Woburn, MA

- Created print collateral/direct marketing materials; creation of advertisements, brochures, postcards, flyers, banners for trade shows and other pieces to support sales and marketing efforts
- Created HTML templates, online marketing materials by producing and maintaining HTML splash pages, banners and tiles for marketing-driven promotions for corporate as well as network clients/partners online such as MSN & Excite
- Performed Flash work. Assist in the daily update design and html of the corporate site

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### Design Department Manager/Graphic Designer

12/1998 - 7/2000 HQ Global Workplace, Wellesley, MA.

- Responsible for creating and implementing a marketing plan to improve the Design Departments image, suggested new services and marketing ideas to increase revenue and ensure our clients the same creative quality, consistency and excellent service at other locations in Massachusetts
- Managed projects from start to finish, act as liaison between company heads and design department
- Responsible for every aspect of the design department including; marketing and creation of marketing materials, managing, promoting, training, supervising, billing, quoting, supplies and equipment.
- Responsible for learning software and putting together training programs and manuals to educate Desktop Publishers at other centers as well as offer assistance with their troubleshooting
- Designed and created corporate IDs, brochures, advertising/promotional pieces, newsletters, and PowerPoint. Ability to scale down graphics for optimal page load performance
- Responsible managing large databases and mail merges for direct mail campaigns

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## Education

1993 - 1997 B.F.A, Jacksonville University, Jacksonville, FL  
Bachelor Fine Arts, *Computer Art & Design*

NEW HORIZONS, Burlington, MA  
Certificate of Completion, *HTML & Web Graphics*, Sept 1999

Hands On Technology Transfer, Inc., Chelmsford, MA  
Certification of Completion, *PHP Programming*, Jan 2006