

CHRISTINE BALCH

WEB PRODUCER + DESIGNER

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When it comes to Web Production, I've helped create, implement, and maintain websites. I've also overseen the ancillary duties, including e-mail marketing and social media strategy. As a Designer, I've led the visual charge on multiple web projects, working alongside developers, writers, and content producers. From initial ideas to full-blown, beautiful executions—I'm fluent in all stages of design.

Skills

Digital Polyglot: Web (Adobe Dreamweaver, HTML/HTML5, CSS/CSS3, JavaScript/jQuery, and Flash); Design (Adobe CS: Photoshop, Illustrator, InDesign, Fireworks, and Acrobat); Basics (Microsoft Office Suite: Word, Excel, Powerpoint, Outlook, and Visio); CMS (SharePoint 2010, MOSS 2007, WordPress, and Drupal); Photography (Digital SLR, Adobe Lightroom, and Bridge); Video and Sound Editing (Adobe Premiere, Final Cut Pro, and Protools)

Real Life Polyglot: Fluent in English, Mandarin, and Taiwanese

Social Media Maven: Including integration and strategy

UX & UI Wizard: Prolific knowledge of design trends, responsive and mobile design techniques

Team Player: Reliable work habits and an up-tempo attitude to boot

Experience

Society for Human Resource Management Web Production Specialist

Oct. 2007 – Present

- Design, UX, and production for SHRM.org
- Strategy, design, and code for SHRM e-mail marketing campaigns
- Design and production for *HR Magazine*—the world's largest magazine for HR professionals
- Advise clients based on information architecture, web analytics, UI, and UX
- Assist marketing team to strategize and produce creative assets
- Implement cross-browser compatible websites that utilize best SEO practices
- Collaborate with clients based on social media content and integration
- Utilize the following programs: Adobe CS, HTML/HTML5, CSS/CSS3, JavaScript, SharePoint, MOSS, and Drupal

The Food and Drug Law Institute New Media and Creative Services Manager

Feb. 2006 – July 2007

- Designed and developed print ads and other marketing pieces for various programs
- Maintained visually appealing website that promoted programs effectively and creatively
- Created weekly e-mails to market programs and publications
- Created print and web elements using HTML, CSS, jQuery, and Adobe Creative Suite
- Maintained overall style elements for company's corporate package
- Designed print ads for bi-monthly magazine

Renewal Enterprises LLC Web Producer

July 2003 – Nov. 2005

- Prepared, created and maintained portal features, including uploading web content
- Point person for all portal and forum related e-mails
- Provided writing, editing, and content management for weekly newsletters
- Participated in drafting and planning of online marketing campaigns
- Tracked, summarized and analyzed portal traffic statistics
- Managed 12-14 volunteers; responded to member questions and technical problems

Education

The Master's College
Santa Clarita, CA | 2002, Cum Laude
B.A., Communication (Electronic Media)

Corcoran College of Art + Design
Washington, D.C. | 2014
Certificate in Web Design