

Doreen Engelmann

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EMPLOYMENT HISTORY

Nov 2007 – May 2015

Atlantic City Convention & Visitors Authority 2314 Pacific Ave, AC NJ 08401

Internet & Email Marketing Coordinator

Worked with internal departments (Media, Art, Convention Development) to develop, manage and update content and graphic materials for web pages at www.atlanticcitynj.com and www.acrestaurantweek.com using Dreamweaver and CMS. Designed and published monthly email marketing and promotional advertising pieces for tourism and convention development using Informz mail client; and generated mailing activity reports. Regularly proofread and copy edited web and email content; wrote blog posts for website and created web graphics using Adobe CS. Used D3000 database to update partner extranet and calendar of events. Acted as liaison with marketing partners for site listing updates and online promotions. Produced annual Marketing calendar, recommending projects and annual content.

2004 – 2006

www.dodinet.net

Graphic designer, desktop publisher, web page creator, crafter

Successfully self-employed creating and maintaining web sites and pre-press graphic design, from logos and business identity to email marketing and web pages. Over fifteen years' experience in graphic and web interface design, with skills in MS Office and Adobe Creative Suites. Creator of craft novelty items for DaintyDodi Novelties on etsy.com.

Jul 2001 – Nov 2003

Petaluma Charter School, 1040 Corona Rd, Petaluma, CA 94954

Program Director for After School Childcare Program

Provided direct supervision for K-6 students in year-round After School Activities Program. Organized activities, projects and crafts in a stimulating environment; maintained relationships with families and recruited volunteers; kept student records, prepared mailings, developed budget and generated monthly billing. Coordinated school garden project, enlisting community volunteers and donations, while supervising students in planting and garden maintenance.

Aug 2000 – Jun 2001

Terra Linda High School, 320 Nova Albion Way, San Rafael, CA 94903

Computer Instructor for High School Vocational Ed Program

Developed and delivered project-based curriculum for Marin County School-to-Career Electronic Publishing class for grades 9-12. Coursework included instruction in MSWord, Email, PageMaker, Illustrator, Photoshop and FrontPage software, incorporating creative marketing projects such as logo, business card and brochure design, and student-designed web pages. Final semester included resume writing, interview techniques, and job search skills, coinciding with internship opportunities arranged with local businesses.

Sep 1997 – Aug 2000

Petaluma School District Adult Education, 200 Douglas St, Petaluma, CA 94952

Computer Instructor for Adult Education and Sonoma County JobLink

Developed and instructed Adult Ed classes in Email, Web Searching, WebPage Workshop, MS Word, and Ergonomic Computing. Designed and self-published workbooks for each course. Designed ten-week Office Assistant Program offered by Sonoma County JobLink, providing students with modern office skills: typing, letter formats, office machines, phone skills, word processing, spreadsheets, web research, job search and interview techniques.

Aug 1996 – Jun 1998

Strawberry Elementary School 2311 Horseshoe Dr, Santa Rosa, CA 95404

Computer Skills Instructor

Created computer curriculum and delivered classes to grades 4-6 on typing skills, word processing, internet navigation, email, ergonomics and simulation software. Provided tech support for computers on school campus, researched and purchased software; developed and designed web activity project workbook used school-wide; served as program director for After School Alternatives computer club.

Nov 1989 – Jun 1996

MacWorld and PC World Magazine 501 2nd Street, San Francisco, CA 94107

Editorial Page Layout Designer

Produced camera-ready editorial pages for leading computer publications *PC World* and *MacWorld* magazines, spacing typography to match designer layouts; manipulated graphics in desktop publishing software PageMaker, QuarkXpress and Photoshop. Create original graphics with Illustrator and PhotoShop software. Designed and published technical manual for art and production departments; scheduled contract employees. Helped establish Macworld's Occupational Safety and Health Committee, educating employees on workplace safety, initiating company-wide ergonomic awareness.

Software Skills

Adobe Creative Suite, Microsoft Office Suite, Adobe Acrobat, Dreamweaver, Excel, PowerPoint, Publisher, Outlook, FrontPage, QuickBooks, QuarkXpress, Internet, FTP, WinTotal, Destination 3000, SimpleView