



L + FM

*Lilian with one L in the middle
plus FM as in radio*

Lilian F Marshall

c: 732.861.3078

e: LilianFM@comcast.net

www: LilianFM.com

Summary:

Front End UI Web Developer who is able to design with a focus on results. Created sales winning media for the internet, print and TV. Demonstrated skills in managing complex projects, sustaining budgets and directing others.

Experience:

QUALITY ATTRIBUTES SOFTWARE, Bayville, NJ
2010 - Present

Web Developer: ♦ Create interactive kiosks using a CMS system based on Flex Builder and Flash components.
♦ Maintain and update company web site, QualityAttributes.com, which is based on .NET and its sister company NJSolarPower.com, which is built with Javascript and CSS. Monitor both site's activity through Google analytics.
♦ Developed internal customer management portal using JQuery tools. ♦ Create html emails and print graphics to support the marketing efforts of NJ Solar Power.

FREELANCE WEB & PRINT DESIGN, USA 2001 - Present

♦ Execute web compliant code: (*MRM Worldwide, Trane, iCIMS, Princeton Disc* and others) ♦ Perform the lead creative role in design and production of Flash interactive media and CD packaging for multimedia discs (*Princeton Disc*) ♦ Create html emails and social media blasts and monitored campaign results (*Architectural Record* and *Skills Mining Review*) ♦ Perform quality assurance testing on MAC and PC platforms, including cross browser compatibility (*Bristol Myers Squibb*) ♦ Advise small business clients of SEO practices: (*Honey Child Music* and *Fair Haven Yoga*) ♦ Design logo and branding materials for small businesses: (*Wonderlust Recording, Harlem Greenfit Mangement* and others) ♦ Maintain production schedules, budgets and outside vendors.

AMERICAN FAMILY ENTERPRISES, Jersey City, NJ
1998 - 2001

Art Director: Conceived and designed direct response materials from sweepstakes to catalogs. Innovated new ways to acquire magazine subscribers and elicit merchandise sales despite a negative business climate.

TIME WARNER, NYC 1992 - 1998

Art Director: Conceived and designed direct response materials that were used in the acquisition and retention of *Time, People, SI, Fortune* and *Vibe* subscribers. Created several efforts that became the control measure for sales.

Skills:

DESIGN: ♦ Designed and redesigned websites for optimum user interface. ♦ Consulted with private clients to design and execute personalized marketing strategies. ♦ Designed and developed HTML prototypes, visual interfaces and interaction of web-based applications using Dreamweaver, CSS, Flash and Basic Javascript.

♦ Design and create Flash presentations to be used as sales and lead generation tools for small to mid-sized companies. ♦ Created direct mail pieces that became the control measure for future sales. ♦ Conceptualized new ways to win subscriptions through magalogs and charity affiliations.

BUDGET: ♦ Directed and maintained \$20,000 per project budget for photographers and illustrators.

♦ Conceived and directed fundraising efforts that earned over \$3,000.

SUPERVISORY: ♦ Directed photographers and illustrators. ♦ Supervised large campaigns involving up to 5 artists in production assistance.

AWARDS: ♦ WDMI (Women in Direct Mail International): Best Design of a sweepstakes package. ♦ Crain's "Best of" Awards: First Place - Sales Promotion Campaign.

SOFTWARE: Dreamweaver, Visual Studio, Flash, Illustrator, Photoshop/FireWorks, Wordpress, SharePoint, InDesign, PowerPoint

LANGUAGES (Computer): HTML, CSS, XML, JavaScript, PHP, .NET and MySQL.

LANGUAGES (Spoken): English & French.

Education:

NEW SCHOOL UNIVERSITY, B.S. Degree

♦ Graduated with Honors

FASHION INSTITUTE OF TECHNOLOGY, A.A.S. Degree

♦ Dean's Honor List

THE NEW SCHOOL, Certificate in Web Design

ED2GO, Certificate in Intermediate PHP