

Who is Gaby?

I specialize in turning ideas into reality through creativity. I have been called a web developer, graphic designer, and creative director in the past 7 years. I've worked with venture backed start-ups to large scale international businesses. I've seen how my work has put a smile on my clients face, and profits in their business. Let me do the same for you.

Education

Bachelor of Fine Arts, Visual Communications: Illustration (2005) | UMASS Dartmouth, North Dartmouth, MA

Professional Skills

Front End Web Design & Development | Search Engine Optimization (SEO/SEM) | Online Business Development, Marketing & Market Research | Technical & Creative Writing | User Interface & Web Design | Graphic Design | Technical Support (Hardware, Software) | Illustration

Technologies

HTML / XHTML | JavaScript (jQuery) | CSS | Microsoft Windows (Vista and Older) | Mac OS | Familiarity with ASP | PHP | Cold Fusion | AJAX | DHTML | SQL | FTP | Wordpress CMS

Applications

Adobe Photoshop | Illustrator | Dreamweaver | Fireworks | Flash | Swish | Paint Shop Pro | Microsoft Small Business Accounting | Microsoft One Note | Acrobat PDF | Microsoft Office (Word, Excel, Access, PowerPoint, Outlook) | Firefox | Internet Explorer | Chrome

Professional Positions:

Web Design and Marketing Specialist (2010-2011)

Exit41 | Andover, MA | www.exit41.com

Charged with repositioning Exit41's existing brand, website and marketing efforts to reflect a new company vision. Designed existing brands for Restaurant Industry leaders to fit within Exit41's online ordering software. Designed and deployed various marketing campaign for new and existing clients, as well as for Exit41. Including email marketing, social media marketing and custom landing pages. Developed a fair amount of traditional print collateral and mailers both internally and for existing clients. Designed the first, Facebook Online Ordering application. Mobile Design for Exit41's iPhone application.

» *Clients Managed: Ruby Tuesday - Swiss Chalet - La Madeline - Pinkberry - Famous Dave's BBQ*

Front End Web Designer / Developer (2009-2010)

Advanced Media Productions | Natick, MA | www.advmediaproductions.com

Hired to design, develop and maintain web sites, print collateral and online marketing campaigns for new clients and existing national and international clients. Total integration of marketing research (SEO/SEM, site optimization) and conventional web standards (validated table less CSS) developing effective lead generation. Ecommerce development in ASP, PHP and Cold Fusion. Managed Social media pages for clients and designed creative for existing and newly developed Facebook applications.

» *Clients Managed:* [Rabbi Yitzhak Miller](#) - [La Residencia Spa](#) - [Towerwall](#)

Creative Director (2004– 2008)

Alias-Solutions | Indian Orchard, MA | www.alias-solutions.com

Developed a new brand and website geared towards lead generation and customer acquisition, resulting an average of 11% growth every year. Independently contracted to oversee design production of print and web for small to midsize businesses. Managed over 35 clients helping them developed an online presence, business collateral, and email marketing campaigns.

» *Clients Managed:* [Fashion.Life.You](#) - [Valley Green](#) (Logo) - [Dufault, Vann & Carella](#)

Freelance Experience

Web Designer / Developer (2008 – 2011 - Ongoing Consulting)

www.gabyvazquez.com | Boston, MA | www.GabyVazquez.com | Sole Proprietor

Designed and developed website and marketing material for various clients in the New England area. Helped design and develop Brand Identity for new up and coming business including logo design, business cards and other various printed collateral. Designed sites with various CMS systems, including Wordpress, Joomla, and DotNetNuke. » *Clients Managed:* [Nightlife Executives](#) - [Boston](#)

[Pro Sound](#) - [Brooklyn Bath](#) (Logo Development)

www.GabyVazquez.com

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