

**DONNA MCVAY**  
**WEB DESIGNER**

✉ [ms.donnamcvay@gmail.com](mailto:ms.donnamcvay@gmail.com)  
web: [www.donnamcvay.com](http://www.donnamcvay.com)

---

*"I am passionate about what I do and always give 100%. When I undertake a project or task, I don't just complete it, I go the extra mile and make it better than requested."*

## TECHNICAL SKILLS

**Languages:** HTML, DHTML, XHTML, Javascript, Visual Basic, CSS, Visio

**Software:** Photoshop CS5, InDesign CS5, Illustrator CS5, ImageReady, PageMaker, MS FrontPage, Dreamweaver, Adobe Acrobat Pro, Flash, MS Word, MS Excel, MS Access, MS PowerPoint, MS Publisher, MS Outlook

**CMS:** CareWorks, IModules, Dreamweaver, WordPress, NVu

**Platforms:** SunGard Banner, Windows XP/7, 2003 Server

---

## ACADEMIC BACKGROUND

Oakland University — Rochester, MI  
**B.S. in Information Technology**, anticipated 2013

Global Information Technology — Lathrup Village, MI  
**Certified Web Design Professional**

Colorado Technical University — Colorado Springs, CO  
**B.S. in Business Administration; emphasis in Management**  
- Dean's List, GPA: 3.54

University of Maryland University College, Asian Division — Okinawa, Japan  
**A.A. in Management Studies**  
- GPA 3.2

---

## PROFESSIONAL CERTIFICATIONS

- Basics of Accounting and Finance
  - Basics of Business Fundamentals
  - Basics of Project Planning
  - Business in the Global Environment
  - Human Resource Development
  - Management Essentials
  - MicroSoft A+
  - MicroSoft MCP
  - MicroSoft MCSA
  - Organizational Systems Improvement
  - Project Management
  - Sales and Marketing
-

## RELATED EXPERIENCE

### **Annual Giving Assistant/Web Designer**, 7/2008 – Present

Oakland University, Rochester, MI

**Develop Web and interactive/multimedia and social media projects for higher education divisional and departmental Web related needs.**

- Proven background successfully managing all facets of Web site development, from initial design and architecture to site deployment and management
- Lead Web Developer for multiple departments, working with marketing managers and art directors to ensure projects are completed on time and within budget
- Write Web pages utilizing programming languages like (X)HTML, Flash, CSS and JavaScript
- Identify essential coding requirements for forms, and specialized scripts for each Web page
- Design, build, test and maintain visually effective and easy to access Web sites
- Demonstrated ability to complete projects in deadline-oriented environments
- Revamp Web sites and E-newsletters to enhance user satisfaction and retention time, streamline navigation, and increase visits to sites
- Maintain design and brand consistency in Web sites
- Talented designer with excellent problem-solving skills
- Communicate effectively with wide range of clients and coworkers
- Directly oversee monthly budgets for several projects, funds, and accounts
- Instrumental in all online facets of \$250K - \$10Mil marketing campaigns that encompassed ad banners, e-newsletters, forms and print media
- Work directly with clientele to ascertain requirements and projects goals, ensuring that all objectives were outlined and accomplished
- Coordinate with technical services, programmers, and management to ensure that projects do not exceed budgetary or time constraints
- Utilize Photoshop CS5, Illustrator CS5, and InDesign CS5 to create and modify print pieces such as logos, advertisements, newsletters and brochures and digital graphics
- Successfully plan, implement, report and review several fund-raising projects regularly

### **Administrative Assistant/Desktop Publisher**, 02/2004 - 07/2008

Spartan Distributors, Inc., Auburn Hills, MI

**Provide high-level administrative support to Chief Executive Officer, Vice President and Assistant Vice President of a leading distributor of commercial golf equipment and irrigation supplies with more than \$20Mil in annual revenue.**

- Coordinated departmental requirements for special projects working directly with the Chief Executive Officer, Vice President and Assistant Vice President for this \$20Mil firm
- Utilized Windows based applications including MS Word, Excel, PowerPoint, Access and FrontPage to prepare contracts, quotes, reports, surveys and displays
- Designed marketing fliers, mailings, postcards, internal organizational documents, web documents and graphics using Photoshop CS2, Illustrator CS2 and MS Publisher
- Acted as sole decision maker for marketing pieces, costs, and publishing
- Reduced company travel expenses by \$45,000 within first three months of tenure by identifying cost-effective travel agencies and negotiating vendor contracts
- Successfully coordinated and hosted numerous client seminars, creating invitations and promotional materials, booking venues and selecting guest speakers
- Commended for consistently meeting production quotas and deadlines with high degree of accuracy
- Resolved customer issues and concerns and provided 100% customer satisfaction based on follow up feedback surveys
- Maintained databases of customer addresses of 4000+, budgeting, rosters, and golf courses