



## **Robert Krames**

**Web/Print Graphic Design**  
**Internet Marketing**

### **Coding Proficiencies:**

- HTML
- CSS
- jQuery
- WordPress

### **Software Proficiencies:**

- Dreamweaver
- Photoshop
- Illustrator
- Flash
- InDesign
- Quark
- GoLive
- Swift 3D
- Wings 3D
- Microsoft Office Suite

### **Education:**

- Associates Degree of Fine Arts in Graphic Design - Santa Fe College - 2001
- HTML Coding Certification - W3 Schools - 2002

### **Aug 2009 – Oct 2011**

#### **Web/Print Graphic Design, Internet Marketing, Sales – Smart Media Creative Solutions**

In 2009, Bosshardt Realty (my employer from 2007 to 2009), launched an independent marketing agency that incorporated my job position within the new expansion. This new assignment included the responsibilities of web and graphic design from the previous two years, while taking on new tasks. Responsibilities now included servicing a diverse group of clientele that required updating and maintenance of Web site content, design and revamping of existing Web graphics, adding WordPress software with customized themes, creating online marketing campaigns and recruiting of new clients.

### **Sep 2007 – Aug 2009**

#### **Web/Print Graphic Design, Internet Marketing – Bosshardt Realty Services**

Employed by a real estate company's in-house Marketing Department that managed advertising campaigns for multiple real estate companies and several new home communities. My primary responsibilities included designing and maintaining Web sites, emailing marketing campaigns, Web banner ad design, and paid search campaign management. Secondary responsibilities included designing signs, collateral materials, billboards, print publication ads, and designing and mailing direct mail campaigns.

### **Jun 2004 – Sep 2007**

#### **Web/Print Graphic Design, Internet Marketing – On Top of the World Communities**

Employed by a Retirement Community's in-house Marketing Department that managed the marketing operations for the community as a whole; and for restaurants, golf courses, a theatre, spa/fitness center, and an adult education center. My primary responsibilities included designing and maintaining Web sites, email marketing campaigns, web banner ad design, and paid search campaign management. Secondary responsibilities included designing environmental displays, collateral materials, billboards, print publication ads, and restaurant menus. I functioned as project manager and oversaw outsourced labor whenever database driven functionality was needed.

### **Jan 2004 – Jun 2004**

#### **Web/Print Graphic Design – University of Florida/IFAS**

Primary responsibilities included meeting with department heads and designing custom Web site designs unique to their departments. Secondary projects included designing floor displays, cd labels, and collateral materials.

### **Aug 2002 – Nov 2003**

#### **Web/Print Graphic Design – Mission Critical Software**

This position gave valuable experience in Web site design and print layout with a business accounting software company. The position required basic knowledge of PHP mechanics, and working alongside a web developer to create multiple database driven Web sites.

### **Jan 2001 – Aug 2002**

#### **Teacher's Aid/Lab Assistant – Santa Fe College**

My responsibilities included instructing students in one-on-one and classroom settings. Subjects included Photoshop, Illustrator, GoLive, Flash, and Quark.