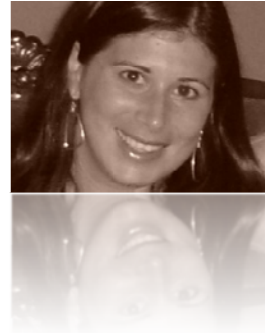

▶ Betsy Cohen

4354 E Abraham Lane
Phoenix, Arizona 85050
Phone: 480.326.6637

E-mail: sonora@gmail.com

Website: <http://www.mayacohen.com/webdesign>



Objectives

To serve growing companies in creative ways.

Education

B.S. from George Washington University (May 1996)

- ▶ Inducted to Phi Beta Kappa
- ▶ Graduation Honors: Summa Cum Laude
- ▶ Major: Human Services
- ▶ Minors: Art, Judaic Studies
- ▶ Served two years in Student Government

Experience

Web Designer (3/1998 – present)
Independent Consultant

- ▶ Design of client websites, logos and marketing materials
- ▶ Information architecture and content management
- ▶ Search engine marketing and optimization

Managing Editor (3/2005 – present)
Ethix Media, LLC (8418 E Shea Blvd, Scottsdale, AZ 85260)

- ▶ Responsible for development of all content for online home management startup homeminders.com, including style guide, hundreds of articles, and home maintenance reminders
- ▶ Managed eight subject matter experts across the country and a team of up to 15 writers and editors
- ▶ Developed and launched home maintenance blog

Project Manager (7/2000 – 8/2004)
Intrasight Technology Services (8300 E Raintree Dr, Scottsdale, AZ 85260)

- ▶ Project Management for web development and application development projects
- ▶ Specialized in content management systems

- ▶ HTML, CSS, JavaScript and content development
- ▶ Strategic positioning / search engine optimization and promotion
- ▶ Design and artwork for printed marketing material

Web Designer, Search Engine Marketer (5/1999 – 7/2000)
iCrossing (Scottsdale, AZ)

- ▶ Designed several websites for company and clients
- ▶ Designed printed and digital marketing materials
- ▶ Search engine optimization of company and client sites

Skills

- ▶ Cascading Style Sheets
- ▶ User Interface Design
- ▶ Project Management
- ▶ Content Management
- ▶ Information Architecture
- ▶ HTML
- ▶ JavaScript
- ▶ Illustrator
- ▶ Photoshop
- ▶ Search Engine Optimization