

# Terry Mack

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## Profile

An Information Technology professional with skills and experience in the design and maintenance of personal, corporate and Intranet websites; search engine optimization; desktop support; and application training.

## Professional Experience

### **Owner / Web Designer / Intermediate SEO Specialist**

Web Jewels Website Design, Calgary

1/2009 - Present

- Operate home-based business providing website design, creation of content management system templates, search engine optimization, online publishing, and digital photo restoration.
- Consult with clients to prepare design proposal for project requirements.
- Plan layout, visual appearance and usability of websites; write and test code.
- Ensure web pages adhere to search engine rules; make recommendations on search engine advertising.
- Provide training on website maintenance and updating procedures.
- Handle accounting functions and maintain records.
- Technical skills: XHTML, CSS, introduction to Javascript and PHP, graphic design, PDF forms, content management system templates.
- Software: Adobe Acrobat 9 Pro, Adobe Creative Suites 3 and 5 Design Premium (Flash, Dreamweaver, Illustrator, InDesign, Photoshop), WordPress.

### **Intranet Developer / Client Services Analyst**

Oil and Gas Company, Calgary (750+ employees)

10/2006 - 6/2008

- Maintained employee Intranet site to keep content current.
- Wrote and illustrated bi-weekly newsletter explaining features of Intranet site.
- Led focus groups to determine requirements for Intranet department pages.
- Delivered individual and group training sessions on new software and systems to improve productivity.
- Produced documentation on IT procedures for knowledge base.
- Website maintenance technical skills: HTML, CSS.

### **Technical Services Analyst**

Oil and Gas Company, Calgary (150+ employees)

5/2005 - 10/2006

*(Company Merger in October 2006)*

- Designed employee Intranet site and maintained corporate website.
- Supported users on desktop applications to provide troubleshooting and training.
- Consulted user guides, technical manuals and Internet to research solutions.
- Maintained updates for desktop software and application data.
- Managed inventories of computer hardware and software licenses.
- Administered cellphones and configured BlackBerry devices.
- Website design technical skills: HTML, CSS.

### **Technical Services Analyst**

Oil and Gas Company, Calgary (50+ employees)

1/2004 - 4/2005

*(Company Acquisition in April 2005)*

- Maintained corporate website.
- Supported users on desktop applications to provide troubleshooting and training.
- Maintained computer network: user accounts, software installation and updates, and backup rotation.
- Website design technical skills: HTML, CSS.

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## Professional Experience (cont'd)

### **Systems Administrator / Accounting Assistant**

Oil and Gas Company, Calgary (15+ employees) 10/1997 - 1/2004

- Designed corporate website and maintained content.
- Trained with on-site IT consultant to learn desktop and application support, and network maintenance.
- Handled day-to-day accounting functions: payables, receivables, wire transfers and bank reconciliations.
- Processed payroll and administered employee benefit plans.
- Website design technical skills: HTML, CSS.

## Affiliations

National Association of Photoshop Professionals, Member 2009  
International Webmasters Association, Member 2008  
The HTML Writers Guild, Member 2008  
Microsoft Certified Professional (MCP) 2005

## Education

International Webmasters Association 1/2010 - 3/2010  
▪ Search Engine Optimization Certificate  
Mount Royal College 9/2008 - 12/2008  
▪ Website Design Certificate  
▪ Publishing (for Print and Web) Certificate  
Dale Carnegie Training 2008  
▪ Effective Communications and Human Relations

## Technical Skills

Adobe Acrobat 9 Pro  
Adobe Creative Suites 3 and 5 Design Premium  
Dreamweaver, Flash, Illustrator, InDesign, Photoshop  
Microsoft Office  
▪ 2003: Excel, InfoPath, Outlook, PowerPoint, Word  
▪ 2004 (Mac): Excel, PowerPoint, Word  
▪ 2007: Word  
Website Design  
▪ HTML, XHTML, CSS

## Community Involvement

Canadian National Institute for the Blind 4/2009 – 12/2010  
▪ Friendly visit volunteer: Created blog website for client; uploaded documents and posted dictated entries.  
World Skills Calgary 2009 9/2009  
▪ IT Help Desk Volunteer