

2208 Shendoan Ave.
Charlotte, NC 28025

Ph. (336) 254-3699
Email: justinphoto@gmail.com
Web: Justinholt.com
Twitter: [justinholtweb](https://twitter.com/justinholtweb)

Justin R. Holt

Objective To lead or assist a team of creative professionals in web site planning, interface design, structure implementation, search engine optimization, and site traffic analysis, all while ensuring standards and accessibility requirement compliance.

Experience 2008-present tesa tape Inc. North America Greensboro, NC
Webmaster tesatape.com

My primary role as webmaster of tesa tape NA is management of public internet site, private intranet, extranet, and web shop using a proprietary content management system, as well as graphic creation and optimization using Photoshop, Illustrator, and Fireworks. I also lead the program promotion of improved site rollout through email marketing and search engine optimization. I also assist the marketing and communications department in construction of printed advertising and promotional materials, multimedia promotional presentations, and digital product photography.

2002-2008 Aquamediaesign.com Greensboro, NC
Manager

All web sites created under my contract business were planned using research of the expected users of the site, ensuring the clients requirements were met, while also meeting usability standards. All sites were ensured to be cross-browser safe and cross-platform compatible. The tools used for graphic creation included Photoshop for backgrounds, interface buttons, and photos. Illustrator was used for logo creation. Web graphic optimization was achieved using Fireworks, ensuring optimal download times for viewers. Page layouts were achieved using a mix of CSS for text attributes, layout standards, and background and graphic implementation, and a mixture of CSS and HTML for page structure, layout structure, and overall site structure. Some web animations and viewer interactions such as buttons, ad banners, and small rotating informational kiosks were created using Flash. For some sites, the client requested that an interface be created to ease updates on the client end. This was achieved using PHP and SQL database interaction for preparing page updates and presenting them over previous updates. Some sites also contain hosted and embedded video files in Quicktime and Realplayer formats, achieved using HTML and JavaScript. Page interactions and specialty site add-ons were created and implemented using DHTML for menus and JavaScript for browser interaction and viewer information retrieval. Search engine optimization was achieved using HTML tags and keyword saturation in page content, while ensuring the latest trends in search engine placement were implemented.

2000-2002 Emediastaffing.com. Greensboro, NC
Contract Designer

My position with the staffing agency included a wide range of positions ranging for web design and site redesigns, to desktop publishing, and photo scanning, color correction, and cataloging. Graphics were usually created using a mix of Photoshop and Illustrator, as well as Freehand and smaller programs. Some websites were created and maintained using Dreamweaver, as well as Microsoft Frontpage, the now-outdated Adobe GoLive, and BareBones Edit for HTML, DHTML, and JavaScript coding. Some desktop publishing programs used included Indesign, Pagemaker, Quark Xpress, and Freehand.

Continued

1998-2000 Market Data Solutions Greensboro, NC
Web Designer

My position with the data mining and profiling software company included web site planning, creation, implementation, and maintenance. All printed collateral promoting software packages were planned and created, as well as advertising collateral. The tools used for graphic creation included Photoshop for backgrounds, interface buttons, and photos. Illustrator was used for logo creation. Page layouts were achieved using HTML for page structure, layout structure, and overall site structure. Some web animations and viewer interactions such as buttons, ad banners, and small rotating informational kiosks were created using Shockwave Flash. Page interactions and specialty site add-ons were created and implemented using DHTML for menus and JavaScript for browser interaction and viewer information retrieval. Database interaction for customer communication was achieved using ASP pages connecting with SQL databases. I also assisted the programming department with the launch of a Visual Basic based profiling package on the web using VBScript.

Education

1995-2000 University of North Carolina Greensboro

- B.S., Information Systems and Computer Science.
- Proficiency: HTML, XHTML, XML, CSS, PHP, Adobe CS Suite (Dreamweaver, Photoshop, Illustrator, Fireworks, Flash, InDesign, Acrobat), JavaScript, JQuery, MooTools, WordPress.

Interests

Internet media, blogging, cycling, gardening, photography, travel, & social activism.
Received Eagle Scout award from B.S.A. 1995.