
MARIO BOYD

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Los Angeles, CA 90011

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Residence: (213) 749-9579
Cell: (213) 321-6039

SUMMARY OF QUALIFICATIONS

More than 8 years of experience in front-end web development and production with a proven track record of successfully completing projects in tight deadline-oriented environments. Possess excellent communication, analytical and logical problem solving skills. Able to work collaboratively and effectively communicate with wide range of clients, partner vendors and peers.

PROGRAMMING AND SOFTWARE KNOWLEDGE BASE

- | | | |
|------------------------|--|-------------------------------------|
| ▪ HTML/CSS (Hand-code) | ▪ Adobe Dreamweaver | ▪ Sorenson Squeeze/Apple Compressor |
| ▪ XML | ▪ Adobe InDesign | ▪ Microsoft Word / Excel |
| ▪ Adobe Photoshop | ▪ Adobe Acrobat | ▪ Mac OS/Windows |
| ▪ Adobe Illustrator | ▪ Audio/Video compression for web use. | |
| ▪ Adobe Fireworks | | |

PROFESSIONAL EXPERIENCE

AUTOMOTIVE MARKETING CONSULTANTS, INC. (AMCI)—*Marina del Rey, California*

1/09–Present

Freelance Web Content Specialist / HTML Developer

Develop and maintain websites, web portals, e-mails, e-mail newsletters for global clients. Convert Adobe Photoshop designs by slicing and optimizing images and creating functional HTML/CSS code. Deploy content to CMS systems via direct upload or web servers via FTP transfer. Some video editing and compressing of final video using Sorenson Squeeze or other video encoding software for online deployment and use.

Work closely with external back-end development team to implement any back-end server side code. Assist in the creation of end-user help files and other documentation. Perform quality assurance testing utilizing multiple web browsers on both MAC and PC systems and document and resolve any issues. Other duties assigned by senior web producer(s).

MARITZ INTERACTIONS—*Torrance, California*

6/07–5/09

Jr. e-Producer/Associate Web Producer

Under the guidance of senior web producers, assisted in the development and maintenance of internal and external web products for major global clients while maintaining quality standards, brand integrity, and adhering to their global strategies. Responsibilities included project budget tracking, timeline creation, asset collection and management, file deployment and quality assurance testing and reporting.

Served as lead producer and front-end web developer on multiple small-scale projects such as mini websites, e-mails and other electronic deliverables. Created website sitemaps and/or wireframes based on scope of project. Managed the receipt and flow of content from a variety of internal and external sources (account managers, designers, flash programmers and back-end programmers). Converted Photoshop/Illustrator comps into HTML/CSS for cross-browser, cross-platform display and troubleshoot any coding issues as needed. Worked closely with team of backend developers assuring all functionality was implemented on time and on budget. Deployed content to testing servers and performed Q/A testing on website functionality recording errors and making sure any errors were corrected. Other duties assigned by senior web producer(s).

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MARITZ INC.—*Torrance, California*
Graphic Specialist (Web and Print)

8/00–6/07

Developed and programmed various web pages, web sites and marketing e-mails for major global clients. Worked closely with in-house and freelance designers to ensure their concepts and designs adheres to Maritz's web standards and client branding guidelines. Sliced and optimized Photoshop or Illustrator comps created by in-house designer(s) and built functional web pages and e-mails. Some video editing and compressing of final video using Sorenson Squeeze or other video encoding software for various online use. Coordinated with external team(s) of developers and programmers ensuring all new content was deployed to testing, production servers or content management system portals. Perform QA tests including browser and OS testing and report results to producers and account managers.

Provided print-production support on printed media, including RFPs, postcards, posters, signs, banners, catalogs, brochures and business reports. Provided traditional art support including trimming and/or mounting and binding of materials. Wrote multiple departmental protocols and procedures as part of new employee orientation. Was responsible for the training and directing of new-hires on internal systems and procedures.

Assisted in maintenance and upgrade of art department office Macintosh computers. Researched and recommended software purchases and equipment upgrades. Installed hardware upgrades. Acted as liaison between IT support staff and art department end-users. Other duties assigned by supervisor.

GREY ADVERTISING, INC.—*Los Angeles, California*
Freelance Production Artist

12/99–12/04

Duties consisted of importing body copy and images into pre-determined mechanicals (layouts). Ensured mechanicals met printing specifications. Cut, trim and/or mount mechanicals or concepts for client presentations. Scanned images, applied clipping paths if needed. Assisted with client billing. Other duties assigned by supervisor.

USC PUBLIC RELATIONS PROJECTS—*Los Angeles, California*
Data Management Coordinator

9/95–12/98

Responsibilities included the design and layout of presidential speeches, annual reports, and other materials distributed to the campus community and alumni and friends of the university. Managed data collection and entry processes for USC Ambassadors research program. Created online survey response forms providing participants the option of responding to surveys through a web browser. Created and maintained multiple inner office databases using FileMaker Pro. Coordinated the production of mass mailings. Installed and configured office computers, both Macintosh and PC, installed and tested all hardware upgrades to office computers (i.e. new hard drives, memory modules, expansion boards, external peripherals etc.). Installed all applications and software updates.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA—*Los Angeles, California*
Bachelor of Science in Public Policy and Management

1995

PLATT COLLEGE—*Los Angeles, California*
Graphic Design & Multimedia

1998