

## Work Experience

IdeaPark - **Front End Developer** ..... October 2011 - Present

- Front end developer for General Mills email campaign: Betty Crocker, Pillsbury, Bisquick, Pound for Pound Challenge
- Production design across all email brands, pdf design
- Development work on multiple mobile sites
- Frequent use of Adobe Creative Suite (Photoshop, Illustrator and Indesign) html/css, javascript, Silverpop and Exact Target
- Trainer for incoming front end developers
- Act as developer representative in new campaign launches

Phillips Garden - **Head of Web and Marketing** ..... May 2005 - December 2008, May 2010 - October 2011

- Design, build and maintain company website & blog
- Lead branding efforts such as: creation of a new logo, promotional designs, press releases etc.
- Create print graphics for mailings, brochures and portfolio
- In charge of all social media integrations and updates
- Design & draft residential landscape design plans
- Render designs using AutoCAD, Photoshop, Illustrator, Sketch Up and by hand

Abraham + Associates Architects - **Webmaster/Marketing** ..... December 2008 - July 2009

- In charge of two assistants that help in the creation of company website
- Hold bi-weekly meetings on the creation and updating process of a content management system based website
- Worked as part of a team in the creation of RFP's

University of Minnesota - **Teaching Assistant** ..... Winter 2006

- Lead a 90 minute discussion one day a week in an introductory design course for undergraduate students in the University of Minnesota College of Design
- Created lesson plans for all recitation sessions
- Took students on field trips throughout the city to analyze local landscapes and architecture

Freelance - **Web Designer/Developer** ..... August 2002 - Present

- Design websites for a variety of clients around the Twin Cities, Sacramento and Los Angeles using Adobe Suite
- Develop and maintain different sites using CMS (Joomla, Wordpress), CSS, html, javascript, jquery, mySQL...
- Handle all client consultations, meetings, invoicing and ongoing site maintenance
- Implement/monitor all sites using google analytics and search engine optimization tools (seo)
- Experience in CRM development: giving non-profits the ability to import/create large mailing lists, send out newsletters, sell goods & services online, collect donations etc.
- Online portfolio can be found at: [www.jsalita.com](http://www.jsalita.com)

## Education

UNIVERSITY OF MINNESOTA: **BACHELOR OF FINE ARTS** (sculpture and ceramics)

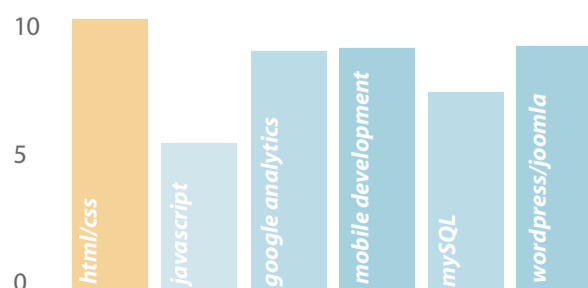
TURUN YLIOPISTO (University of Turku, Finland): **SUSTAINABLE URBAN DESIGN**

UNIVERSITY OF MINNESOTA: **MASTERS OF URBAN/REGIONAL PLANNING AND DEVELOPMENT**

UNIVERSITY OF MINNESOTA: **MASTERS OF LANDSCAPE ARCHITECTURE**

## Technical Skills

WEB



DESIGN & LAYOUT

