

## EXPERIENCE

### **Tess Gadwa, Design and Content Services.** Charlotte, NC. July 2000–present. *Principal.*

In addition to providing marketing and copywriting services for corporate and nonprofit clients, I've written over 200 articles for local, regional, and national audiences. Highlights include:

- Travel, arts, and entertainment stories for America Online's *Digital City Charlotte* website.
- Lifestyle and shopping features for *Charlotte* magazine.
- Coverage of regional and national business issues for the *Charlotte Business Journal*.
- *Community Guide to Understanding the School Budget* for Mecklenburg County parents and voters.
- Brochures for *Learning Park* public television show and website.
- Online content for web-based adult literacy application.
- Sponsored website content.
- Annual reports, newsletters, and corporate identity packages.

**Skills used:** Dreamweaver, Flash, HTML, DHTML, JavaScript, Photoshop, QuarkXpress, Illustrator, and Acrobat.

### **The Exeter Group.** Cambridge, MA. September 1998–June 2000. *Consultant.*

- Designed and prototyped web interface for flagship information management software suite used by more than 70 colleges and universities worldwide.
- Managed website and corporate identity team; authored all content for total redesign of company site.
- Initiated company's transition to online help; researched and evaluated content delivery platforms. Wrote end-user and administrator documentation, technical specifications, proposals, and marketing materials.
- Designed company-wide format and review process for technical specifications and documentation. Programmed VBA macros into templates to automate repetitive tasks.

**Skills used:** Dreamweaver, HomeSite, HTML, JavaScript, Photoshop, Illustrator, Visual Basic for Applications, SQL, XML, CSS, RoboHelp 2000, ForeHelp, FrameMaker, Acrobat, and Word.

### **Learning to Eat Locally.** Williamstown, MA. Spring 1998. *Design Consultant.*

Developed page design and cover for cookbook in collaboration with author. Demonstrated layout techniques and provided software assistance to other team members. **Skills used:** PageMaker and Photoshop.

### **Lifelines.** Williamstown, MA. Summer 1996–1997. *Project Creator and Coordinator.*

Designed, tested, and marketed educational card game based on the food chain. Created and integrated hand-drawn illustrations, text, and electronically rendered background images. **Skills used:** Photoshop, PageMaker.

## SKILLS

Proficient with JavaScript, HTML, DHTML, Flash, Dreamweaver, CourseBuilder, Photoshop, Fireworks, CSS, QuarkXpress, PageMaker, Illustrator, Freehand, Acrobat, Visual Basic for Applications, RoboHelp, and Word. Extensive exposure to Microsoft Transact-SQL databases. Familiar with Windows and Macintosh operating systems. Knowledge of Visual Basic, ASP, XML, Java, and FrameMaker. Microsoft Certified Systems Engineer.

## EDUCATION

### **Williams College.** Williamstown, MA. Fall 1994–Spring 1998.

Bachelor of Arts in English, *Magna Cum Laude*, at one of nation's top ranked colleges.

3.73 GPA. Dean's List all semesters. Graduated in top 15% of class. Courses in computer science, mathematics, economics, and art; grants for independent study and internship opportunities.

**SAT Scores:** 760 Verbal, 650 Math; **English Composition Achievement Test:** 800.

## ORGANIZATIONS

**Webgrlls International, Charlotte Society for the Communicating Arts, and Jacob's Ladder Job Center**