

Gene Molchanov  
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## OBJECTIVE

Dedicated and highly creative designer with over 8 years graphic design experience and front end development, as well as, extensive knowledge of internet marketing & social media seeking a challenging position in a company that will utilize my background and acquired skills.

## WORK EXPERIENCE

### Rapid Tax

[www.rapidtax.com](http://www.rapidtax.com)

*New York, NY. Sept., 2011 – Present*

#### Front End Development / Web Design

- Hand coded HTML/CSS to ensure consistency and compliance with all current standards and latest browsers.
- Updated the look and feel of company websites as well as redesigned UI for better user experience.
- Responsible for setting up and implement social media marketing strategy including setting up Facebook, Twitter, and other social media accounts to build user loyalty and boost overall website traffic and brand recognition.
- Set up and integrated WordPress platform blogs into existing sites.

### NY Daily News

[www.nydailynews.com](http://www.nydailynews.com)

*New York, NY. April, 2010 – May. 2011*

#### Front End Development / Web Design

- Hand coded HTML/CSS to ensure consistency and compliance with all current standards and latest browsers.
- Designed, coded and integrate new pages and special section into existing Web site.
- Worked with programmers, developers, graphic artists, and editors to create, maintain and upgrade existing website.
- Designed visual materials and promotional graphics including banners, headers, ads, and newsletters.

### BwayPhoto

[www.bwayphoto.com](http://www.bwayphoto.com)

*New York, NY. April, 2009 – Jan. 2010*

#### Web Design / Development

- Updated and hand coded company websites to ensure consistency and compliance with all current standards.
- Designed and coded holiday and special offer web pages and email blasts announcing store sales and holiday specials.
- Worked with programmers and database developers to ensure smooth integration of new website into existing network.

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## WORK EXPERIENCE (con't)

### Xpres Spa

[www.xpresspa.com](http://www.xpresspa.com)

*New York, NY. April, 2006 – Feb. 2009*

#### Print / Web Design / Online Marketing

- Designed holiday and promotional splash pages and email blasts to customers announcing store sales and specials.
- Used SEO, analytics and other internet marketing tools that resulted in increased traffic and improved sales.
- Was in charge of company graphic design department and helped oversee all aspects of designing, and publishing company marketing & sale materials including coupons, gift certificates, logos, business cards, magazine & newspaper ads.

### Boonty Inc

[www.boonty.com](http://www.boonty.com)

*New York, NY. 2005 – 2006*

#### Graphic Design / Web Design / Web Production

- Created landing pages and email campaigns for different video game promotions.
- Hand coded and Implemented standards for all the sites and made sure they follow the latest online standards.
- Created marketing and promotionla materials including banners, postcards, online ads and splash pages.

### Venture Direct

[www.venturedirect.com](http://www.venturedirect.com)

*New York, NY. 2003 – 2004*

#### Print / Graphic Design

- Helped oversee all aspects of designing, and publishing company marketing materials including internal print publications, promotional cards, media kits, and company newsletter.
- Designed and maintained company intranet website for all the employees with daily updated content.

## EDUCATION

**University of Florida, Gainesville, FL. B.A., Liberal Arts. Grad. Dec. 1996**

Major: Political Science. Minors: Mass Communications, Russian.

## SKILLS

- Highly skilled in latest Image Editing Software (**Adobe Creative Suite**).
- **Knowledge:** HTML, CSS, Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver InDesign, CMS (Drupal), Wordpress
- Extensive knowledge of SEO, social media integration and online marketing.
- Cross-platform Mac / PC working experience and cross browser HTML/CSS hand coding.

## TECHNICAL PROFICIENCY

Software: Adobe Suite: Photoshop, Illustrator, Dreamweaver, Flash, InDesign, MS Office, CMS (Drupal).

Interests and Hobbies: art, painting, design, wellness, entrepreneurship, marketing, reading and travel.

## REFERENCES (Available upon request)