

Martin G. Raska
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QUALIFICATIONS

- Diverse professional background including combined 15 years experience in Web and multimedia development, graphic design, news reporting, copywriting and editing, marketing, high school and college instruction, and translating and interpreting
- Excellent communication skills; work well independently as well as part of team; thrive on pressure and deadlines
- Proficient in numerous applications for both PC and Mac, including Photoshop, Illustrator, Homesite, Flash, WebWeaver, QuarkXpress, PageMaker, MS Office suite, and others
- Working knowledge of several technologies, including HTML, JavaScript, CSS, ASP, DNS, IIS, Data Backup, FTP, SQL, Access, Imail, Webtrends, and familiarity with current web standards
- International experience includes work for the Slovak Ministry of Foreign Affairs and Slovak Television during Slovakia's first two years as an independent nation

EXPERIENCE

PEERLIS, LLC, Cleveland, Ohio

Certified Web Developer (Dec. 1999 – May 2007)

Creative

- Graphic design for traditional print, Web, and multimedia applications
- Develop page layouts for Web pages and user interfaces
- Create corporate logos, pamphlets, business cards, letterhead, folders, annual reports, and other collateral
- Write and edit copy for Web content, print collateral, taglines, slogans, marketing campaigns
- Create basic animations (Flash presentations) for Web and multimedia applications
- Multi-resolution image editing and optimization for a variety of media

Technical

- Domain name (DNS) set-up and management (MS Management Console 1.2 v 5.0)
- IIS set-up and management (Internet Information Services Manager v 6.0)
- Data Backup management (Symantec Backup Exec 10d)
- E-mail Campaign set-up and management (Campaign Enterprise 9 – SBE v 9.1.123)
- Webtrends Reporting Software Setup and Management (Ent. Reporting Server v 3.0)
- Web page design cut-up and coding to developed Web-based business solutions, utilizing HTML, JavaScript, and Cascading Style Sheets (CSS)
- Integrate dynamic functionality to Web pages using ASP and utilizing Access or SQL
- Set-up and management of SQL databases using SQL Server 2005 Management Express
- Quality Assurance Testing for browser compatibility, download time, link functionality, image optimization

Managerial

- Manage project status and development backlog, develop reports to monitor workflow, project completion status, developer time entry
- Create weekly developer schedules based on current status of projects, new projects, current deadlines, and developer resources; interact with developers to review schedules
- Assist in project management by setting up and managing Client Project Management (CPM) systems to help clients monitor project status

CROWL, MONTGOMERY AND CLARK, INC., North Canton, Ohio

Copy Writer (Nov. 1998 – Dec. 1999)

- Executed all copy writing and editing duties for advertising agency
- Worked with creative director and graphic designers to produce sell sheets, newspaper and magazine ads, TV and radio commercials, catalogs and brochures, newsletters, direct mailers, installation manuals, certification tests, trade show booths, and other marketing collateral
- Responsible for the planning, design and development of company Web site

STARK SUMMIT SUPERNET, INC., Massillon, Ohio

Web Editor (June 1997 – Oct. 1998)

- Created and maintained *hometownohio*, a first-of-its-kind interactive community Web for Stark County
- Worked in cooperation with sales department to create marketing concepts for *hometownohio*, such as "free stuff" and "*hometownohio* editorials"
- Designed and developed more than two dozen Web sites for clients, including the first-ever comprehensive online information portal for The Massillon Tigers High School Football Team
- Supervised and carried out all production aspects of projects, from initial client consultation, graphic design, page layout, and HTML coding, to quality assurance testing, and final FTP to host server

THE ATHENS MESSENGER, Athens, Ohio

Sports Editor (Dec. 1995 – June 1997)

- Executed all management duties of sports editor at 15,000-circulation daily newspaper
- Coordinated coverage of local prep and recreational, college and professional sports with emphasis on area high school and college coverage (12 high schools and Ohio University)
- Designed page layout and produced sports section six days a week
- Wrote and fit headlines; selected, sized and cropped photographs, wrote cutlines
- Utilized Internet, databases, e-mail and other applications for PC and Mac to produce and edit copy and graphics; made story and photo assignments

Copy Editor (July 1994 – Dec. 1995)

- Designed page layout; wrote and fit headlines; edited copy for grammar, spelling, style and length
- Selected and sized AP and local photographs, wrote and edited captions
- Landscaped and typeset local and AP wire stories

TEACHING EXPERIENCE

CUYAHOGA COMMUNITY COLLEGE, Cleveland, Ohio

IT Instructor (June 2002 – June 2004)

- Taught three classes at Tri-C's Unified Technologies Center, Metro Campus (Web Page Authoring Fundamentals, Internet Fundamentals, and Networking Fundamentals)

MAGNIFICAT HIGH SCHOOL, Rocky River, Ohio

Web Instructor (Aug. 2002 – Jan. 2003)

- Taught semester-long Web development class to seniors

OHIO UNIVERSITY, Athens, Ohio

Journalism Instructor (Jan. 1996 – June 1997)

- Taught news writing to undergraduate students at E.W. Scripps School of Journalism

ADDITIONAL EXPERIENCE

SLOVAK TELEVISION, Bratislava, Slovakia (1994)
Assistant to the Director General

SLOVAK MINISTRY OF FOREIGN AFFAIRS, Bratislava, Slovakia (1993)
Assistant to the Director of Press, Information, and Culture department

WACKENHUT NATIONAL RESEARCH CENTER, Athens, Ohio (1992-93)
Researcher

EDUCATION

JOHN CARROLL UNIVERSITY, Cleveland, Ohio
Certified Web Developer (Nov. 2001)

OHIO UNIVERSITY, Athens, Ohio
Bachelor of Science – E. W. Scripps School of Journalism (June 1993)

ORANGE HIGH SCHOOL, Pepper Pike, Ohio
College Prep Curriculum (June 1988)

CERTIFICATIONS/MEMBERSHIPS

- Certified Internet Webmaster (CIW) Associate
- CIW Certified Instructor
- International Webmasters Association
- Ohio University Alumni Association
- Orange High School Alumni Association

Portfolio and references available upon request