

As Web Producer at Incisive Media, I work across a wide range of B2B websites (over 100 brand sites) with multiple CMS platforms involving the production and maintenance of web pages, templates, email newsletters, online advertisements and other marketing web material demonstrating my ability to design website layouts, user interfaces and animated web adverts as well as hand code XHTML and CSS to W3C standards while managing projects using multiple job tracking systems. My online portfolio can be viewed at [www.hallybowman.com/portfolio](http://www.hallybowman.com/portfolio).

Previously as Web Producer for mobile apps, I worked with developers and other designers primarily by using sitemaps, wireframes and design compositions to illustrate site structure, usability, accessibility, and other user interface issues. In addition, my strong front end design skills and commercial understanding of the web resulted in production and maintenance of websites, mobile apps, as well as other marketing collateral and social media integration.

Previous to this as Web Officer, I generated web content such as web graphics, videos, html emails and I re-purposed press releases and marketing campaign copy for the web. I not only designed and strategised content for their national website, but I also provided updates to the various local Samaritans' branch websites. In addition, I worked on the organisation's intranet content management system which included the administrative tasks of creating accounts for users, granting login permissions and monitoring the user database.

My background creating corporate presentations and marketing collateral for my freelance clients has trained me in graphic layout using the Adobe Suite including Photoshop, Illustrator, InDesign, and Acrobat Professional. I'm well versed in Dreamweaver, XHTML, CSS, Flash, ActionScript, Media Encoder, Premiere, as well as applying the latest principles in search engine optimisation. I also have experience with blogging using Blogger and Wordpress including the creation and maintenance of self hosted Wordpress blogs.

Previous to working in digital media and web design, I was a marketing modeller and data analyst working in customer insights and decision support. As such I have a firm grasp of data acquisition, manipulation and extraction to enable effective decision making via authoring key customer insights reports and publishing dashboard displays. It is for this reason that I've readily gravitated towards web analytics concepts and principles.

Much of my technical acumen has stemmed from a previous career as an electrical design engineer in Silicon Valley. I've not only worked as an analog circuit designer for the communications industry, but I've also spent many years in a manufacturing environment having worked on the design of supporting electronics for an optical telecommunications company.

I have excellent organisational skills and an ability to handle multiple priorities and meet tight deadlines. I have a track record of contributing to an invigorating environment of team work focused on product development across diverse industries.