

Adam Abrams

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Extensive WordPress, communication, writing and organizational skills paired with a passion for helping people and a knack for solving problems.

EXPERIENCE

GRAPHIC DESIGNER/WEB DEVELOPER, SELF-EMPLOYED — 2003-PRESENT

- Extensive experience designing, building, modifying and customizing WordPress websites; comfortable editing and revising HTML, CSS and PHP
- Design and production of all manner of printed material, from brochures to letterheads to package design
- Technical support and troubleshooting for a wide variety of computer and software problems
- Writing, proofreading and editing
- Design, build, test and send eblasts using Mailchimp, Campaign Monitor, Constant Contact and custom server-side software
- Meticulous record keeping to track and follow up on billing and receivables
- Scheduling and tracking of tasks and sub-tasks for all projects to ensure deadlines and expectations are met or exceeded
- Clear communication with customers via phone and/or email of project status, upcoming deadlines and next steps

DIGITAL CONSULTANT, LUCENT QUAY CONSULTING — 2023-2024

- Design, build and launch company's portfolio site; build and launch new promotional site based on provided design
- Research, set up and integrate LMS content management, customized video streaming and AWS remote hosting services into new site
- Summarize communications records and survey responses for use in reports
- Update and edit project reports for clarity, conciseness and readability

IN-HOUSE DESIGNER/WEBMASTER, SUNRISE SOYA FOODS — 2001-2002

- Consulted with Marketing Manager to determine needs and goals for various promotional materials
- Produced packaging, newsletters, ads and other print material
- Updated, revised and maintained the company's website

PRINT & WEB PRODUCTION, *BIG HOUSE COMMUNICATIONS* — 1998-2001

- Built final, print-ready production files to art directors' specifications using the Adobe suite of software tools
- Researched web technology and created their initial website offerings for clients

EDUCATION

California College of the Arts, San Francisco, CA — BFA

ADDITIONAL SKILLS

- Video editing with DaVinci Resolve
- Database creation with FileMaker Pro