

Kavita Misra

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OBJECTIVE

Seeking position in a company where I can use my experience to boost the position of the company in the market with the innovative ideas, as well as the management skills, acquired as a web designer and business owner.

SKILLS

Proficient in CSS, HTML, XHTML, Dreamweaver, Flash, Photoshop, Illustrator, InDesign, PowerPoint
Familiarity with ASP, PHP, JavaScript, jQuery
Hand coding CSS/XHTML in standards compliant browsers, SEO, tableless web design

WORK EXPERIENCE

Web Designer

Apr 2009 – Present

Financial Services Inc., Glen Rock, NJ

- Managed Web projects from initial consultation through successfully launch.
- Worked closely with the web development team to ensure technical feasibility and correct design implementation.
- Project manager for major site redesign and coding for banks across the nation.
- Designed and animated flash banner campaigns for several clients.
- Performed validation of completed sites including the debugging and testing of code.

Web & Print Designer

Jan 2008 – Nov 2008

BZA, LLC, Little Falls, NJ

- Designed effective email marketing newsletters and modified blogs to match clients' web sites.
- Designed, coded and modified professional web sites with SEO and user interactivity in mind.
- Created flash slideshows and photo galleries.
- Created logo design, trade ads, collateral materials, newsletters etc.

Print Designer

Apr 2007 – Dec 2007

Signal Graphics, Millburn, NJ

- Conceptualized and designed business cards, logos, brochures and other print media for clients such as Kean University, Millburn Fire Department, Millburn Township, UNICO etc.
- Worked in pre-press environment and overlooked running of print shop.

Owner Consulting/Coupon Business – centsoff.com

Nov 2001 – Mar 2010

Zippy Enterprises, LLC, Lake Hiawatha, NJ

- Redesigned and added new functionality to various websites using HTML and CSS.
- Owner of online coupon fulfillment business. Handled functionality of website maintenance and fulfillment.

Project Coordinator

May 2001 – Oct 2001

Chubb Computer Services, Parsippany, NJ

- Solely responsible for designing, implementing and maintenance of Intranet site.
- Created dynamic web pages that linked to Access database and generated sales quotas.
- System administrator for online CRM (customer relationship management) software (salesforce.com). Customized system to meet organization's needs.
- Trained staff of 15 with use of the online CRM software.
- Redesigned Intranet and created dynamic web pages linking to database, which facilitated instructor support in 11 Chubb branches.

Owner Online Bookstore – a1books.com

Sep 1996 – May 2001

Fountainhead Inc., Fairfield, NJ

- Handled all aspects of running an e-commerce bookstore from maintaining web site to procurement of books from major publishing companies to customer service and order fulfillment.

EDUCATION

Certification in Visual Communications | Gibbs College | Livingston, NJ | 2006

Internet Professional Course | Aptech Computer Education | Edison, NJ | 2000

Computer Programming | Chubb Institute | Parsippany, NJ | 1991

BS in Commerce | Delhi University | New Delhi, India | 1987