

## **Michelle Holmes**

496 Chantenay Drive.  
Mississauga, Ontario, L5A 1G2

**www.netamorph.ca**

michelle@netamorph.ca  
(416) 262-3743

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## **OBJECTIVE**

**To obtain a meaningful position where my experience in web design and application development will add value to an organization's operations.**

## **EDUCATION**

04/01-08/01

**Web Design and Production**, Post Graduate Program Georgian College

*Achieved an overall average of 91%*

Courses include Adobe Photoshop & Illustrator, Macromedia Dreamweaver & Flash, FrontPage, Project Management, Graphic Design, Writing for the Web, Marketing and Promotion, Site Maintenance, Web Site Architecture and Planning, Database Interaction, Web Site Interactivity, E-Commerce.

1994-1996

**Fish and Wildlife Technician**, Sir Sandford Fleming College,

School of Natural Resources. Courses included Animal Behavior, Vertebrate Biology, Environmental Issues, Ecology, Pathology, Forest Science, Principals & Practices, Law.

1989-1994

**OAC and OSSD** diplomas, Barrie North Collegiate Institute

## **RELATED EXPERIENCE**

10/2002-

**GANZ**

Present

***Internet and Database Coordinator***

Maintaining corporate websites (ganz.com, timeandagain.com), ensuring content coincides with frequent catalogue releases. Developing and administering web-based applications that facilitate the sharing of corporate resources within the organization, including a project development database, showroom comment database and an IT helpdesk. Contributing to email marketing initiatives, including designing layout, writing specialized code for database management and statistical analysis.

04/2002-

**Rouge Park**

10/2002

***New Media and Communications Specialist***

Assisting in the New Media aspects of the Communications Programme, and developing a keyword searchable database of the resources of the Rouge Park archives. Some duties included regular maintenance and enhancement of the Rouge Park website ([www.rougepark.com](http://www.rougepark.com)), creating online resource centre for archives, assisting in technical support, gaining knowledge of Public and Media Relations. (NB, this site has been recently redone, but screen shots are available.)

10/2001-  
04/2002**Town of Innisfil (Co-op)****Web Developer**

Regular maintenance of several web sites hosted by the Town of Innisfil. Duties involved regular updating of sites, site redesign including navigation and appearance, and database development. Site content was updated on a regular basis to include meeting minutes, current events, and community notices. Sites designed using notepad, PHP, MySQL, and Photoshop. Sites assisted on include:

- [www.innisfileconomic.on.ca](http://www.innisfileconomic.on.ca)
- [www.town.innisfil.on.ca](http://www.town.innisfil.on.ca)
- [www.innisfil.library.on.ca](http://www.innisfil.library.on.ca)
- [www.olddeadpeople.ca](http://www.olddeadpeople.ca)
- [www.innisfilhistorical.ca](http://www.innisfilhistorical.ca)

**Internet Training**

- Worked regularly with members of a local community group, assisting in the populating of a database. Included assisting and editing of data entry, scanning and general computer use.
- Developed and taught courses for the general public regarding Internet use, including surfing the web and Email.

**Additional Responsibilities**

- Development of brochures, newspaper ads, media releases.
- Library support – assisting staff with computer related issues

1998-2000

**The Toronto and Region Conservation Authority****Yellow Fish Road Project Manager:**

- Program promotion, designing marketing materials, including brochures, and magnets.
- Forming partnerships with other community outreach groups, and municipalities.
- Instructing a variety of volunteer groups, from day camps to seniors groups.
- Offering presentations including slide shows, demonstrations and interactive games.
- Scheduling volunteer events and presentations, general program administration.
- Preparing and distributing information packages
- Program research and enhancement.
- Preparing and maintaining program materials.
- Fundraising

**The Kortright Centre for Conservation:**

- Contributing to the regular staff duties at the Centre, including answering telephones, supporting the reception desk, selling memberships, assisting with visitor inquiries.
- Leading curriculum based school and day camp programs.
- Guiding public hikes on a variety of topics.

## CLIENTS AND VOLUNTEER WORK

May 2001-  
Aug. 2001

### **Canadian Forces Training Development Centre**

#### **Technical Lead**

As part of the Web Design and Production Course, participated in the development of the CFTDC's web site remodeling. Was responsible for file structures, assisting in the design and layout of the site, and developing a course catalogue. A wide variety of specifications were in place to ensure a look and feel consistent with the Canadian Forces and the Government of Canada.

Aug. 2001

### **Rhonda Knapp R.M.T.**

#### **Website Developer**

Developed a website for a registered massage therapist, using Adobe Photoshop and ImageReady. Site outlines the services she offers, and basic information about massage therapy. [www.netamorph.ca/rhonda](http://www.netamorph.ca/rhonda)

Sept. 2001

### **The Law Store**

#### **Web Developer, Technical Support**

Worked closely with this client redeveloping an outdated website. New site includes videos that had been used as TV commercials, and a detailed questionnaire. Assisted client on a number of occasions with technical support for office computer configurations. Developed primarily with Photoshop and Dreamweaver. [www.thelawstore.com](http://www.thelawstore.com)

Ongoing

### **Bruce Chambers, Period Furniture Ltd.**

#### **Website Developer**

The primary goal of this site is to encourage visitors to order a catalogue from the client. This site's graphics are developed with Adobe Photoshop. Assisted Client in selecting a hosting and ISP service. Search engine submissions [www.bchambersperiodfurniture.ca](http://www.bchambersperiodfurniture.ca)

## COMPUTER SKILLS – PC and Mac

### **Software**

- Adobe Photoshop, ImageReady, Illustrator, PageMaker, GoLive
- Macromedia Flash, Dreamweaver UltraDev
- Microsoft Word, Excel, Access, Powerpoint
- Corel Draw, WordPerfect, Quark
- E-Commerce solutions

### **Languages**

- HTML
- CSS
- PHP
- MySQL
- Javascript
- ASP