



GEORGETTE CHALKER

Grade Level: AIT 030 Application Delivery/Infrastructure/Technical Support-Analyst/Manager I ■ Web: www.gchalker.com
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SUMMARY: Communications manager with training in marketing, communications, social media, graphic design, and web development. Experience in Healthcare and Financial Services industries, currently skilled in Higher-Ed communications. Abilities include project coordination of multiple projects; graphic design of print and web, content development, writing, photography, and video filming and editing; web development utilizing HTML/HTML5, CSS, CSS3, Drupal/Open-Scholar/Cpanel CMSs, Unix, Git, and Drush, with an interest in Google Web Apps and Animation. Focus on (web) database, navigation, search results, and user-experience optimization. In-tune with emerging technology and software (not a loyalist). Expert level in Adobe MS CS6, Roxen, Drupal, and Cloud technologies. My best talents are in professional image and its corresponding message, color, photography, and design; my interests are in artificial intelligence, competitive intelligence, and social media sociology (its history and its future). Social media platforms include Facebook, Twitter, Pinerest, Instagram, and Google+. Platforms: Mac (preferred) & PC.

November 2010 to present, Communications Manager and Digital Developer

Department of Geosciences, Princeton University / Freelance projects with Religious Life and The PACE Center

Responsible for department website and research websites for faculty (18 professors). Train administrative staff to support faculty in both Roxen and Drupal CMS technologies. Other responsibilities include brand management, site architecture, development, project management, Google web reporting and graphic design for websites that are adaptive for mobile devices. Responsible for writing strategic communication plans, investigating emerging technologies, social media implementation, including writing articles and blogs, and other digital related assets for the department. Responsible for print work: including art direction, newsletters, brochures, and programs. Research web content for readability, manage cross-browser compatibility, research search engine optimization and inspect for ADA accessibility compliance. Technical languages: Roxen and Drupal CMS, including HTML5, HTML, JAVASCRIPT, JQUERY, XSL, XML, AJAX, and CSS. Beginner PHP, MySQL, and Unix coding. Develop in Adobe CS6 Master Suite, including Premier Video/Audio editing and other open source software such as GIMP and BLENDER. Other administrative skills in listservs, Google Drive, Kaltura, and Blackboard.

October 2001 to December 2009, Web Developer and Designer

Competitive Intelligence Marketing, Independence Blue Cross, Philadelphia, PA

Responsible for art direction, project coordination, and web design, including site navigation, content management, and graphic layout for multiple intranets. Coordinate the Server Administrator with ASP/Dreamweaver site development and functionality. Professional design, licensing, data accuracy, content vitality, and ease-of-use were high priorities. Provided branding and presentation templates for all departmental material and imagery. Prepared website demonstrations. Coordinated the corporate archive into a digital format within a corporate-student intern initiative. People skills included coordinating web developers and mentoring staff, researchers, administrative assistants and summer interns.

March 1996 – October 2001, Graphic Designer, Web Director, and Videographer

De Lage Landen Financial Services, Wayne, PA

Functioned as an in-house ad agency and sales support team. Responsible for high quality web sites, marketing materials, ads, brochures and billboards; all deliverables met successfully under tight deadlines. Art director for two international web sites and project coordinator overseeing web designers and web developers, collaborated with an international team via video conferencing, and over the internet. Coordinated staging for corporate sales events and pep rallies, as well as videotaping and a/v editing in overseas locations. Responsible for a team of web developers.

INTERNSHIPS:

Winter 2010, Usher, Film Analyst, and Critic, New York Havana Film Festival

Advisor: Professor Ruth Goldberg, Film Studies, SUNY

Fall 2008 to Summer 2009, Production consultant and Online Character for “Fatebook,” Advisor: Whit MacLaughlin, Drama Professor, University of the Arts, Executive Producer and Art Director, New Paradise Laboratories

EDUCATION:

Date: 2008-2010

SUNY - Empire State

Sarasota Springs, NY

Degree: *BA Visual*

Communications,

Concentration in Film

Date: 1976-1979

Art Institute of Philadelphia

Philadelphia, PA

Degree: *AA in Graphic Design*

CERTIFICATES:

Date: 1999 - 2000

Penn State University, Lima, PA

Web Master Certificate

Date: 1998 - 1999

Villanova University, Villanova, PA

Marketing and Web Marketing

Certificates