



SHARI WATERS

Digital Media Producer

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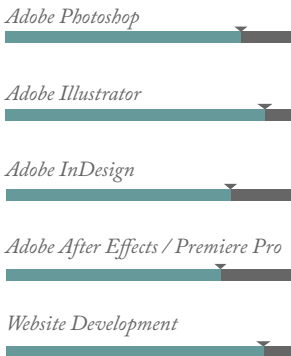
📍 Columbia, SC 29212

SUMMARY

Digital Marketing and Media Arts specialist with 24 years experience in designing, developing and promoting businesses and nonprofits online and in print.

Strong record of success delivering creative and strategic communications solutions and achieving growth objectives through web development, graphic design, video production, SEO, social media management and other digital media.

SKILLS



SOFTWARE

Adobe Creative Cloud Suite, XHTML, HTML5, CSS3, Wordpress, Various CMS Packages PHP MySQL, Javascript, AJAX, SEO, Google AdWords, Analytics, MSOffice, Meltwater, Mention, Basecamp, Trello, Asana, SEMrush, Social Media Platforms and Tools

EDUCATION

Over 500 hours in professional development and software training.

Google Analytics for Power Users
September 2021

Hubspot Inbound Marketing
Certification
June 2018

Google Analytics Individual
Qualification
July 2018

East Georgia College, 1996
GPA: 3.0, AAS - Marketing
Management

Ogeechee Technical College, 1994
GPA: 4.0, Marketing /
Management

EXPERIENCE

Present
2021

South Carolina Department of Labor, Licensing and Regulation **SENIOR WEBSITE DESIGNER / DEVELOPER**

Plans, develops, and maintains agency's public, intranet and extranet websites. Responsible for the design and functionality of existing and newly created agency websites. Monitors search engine and Google Analytics performance and recommends / develops content and link-based strategies to improve performance according to key strategic organizational goals. Ensures compliance with Americans with Disabilities Act (ADA) and other regulatory requirements.

Coordinates and supervises the livestreams for board meetings to YouTube, to include setup of audio/video equipment, produces content and provides any necessary video edits. Creates explainer videos from storyboards using royalty-free audio/imagery, original static and/or motion graphics.

Designs traditional paper publications such as letterhead, posters, newsletters, reports as needed. Designs and develops new Web pages and sub-sites to meet user needs.

2021
2019

South Carolina Department of Public Safety **DIGITAL MEDIA / WEBSITE MANAGER**

Supervised the website and graphic design division of the Public Affairs Office, managing and overseeing all web design and updates, agency graphics projects, and photography including the design of the quarterly agency newsletter; highlighting SCDPS employees, agency events and ceremonies. Coordinated, planned and executed graphic design, social media and marketing strategies for various highway safety campaigns. Created artwork for agency banners, fliers, website, programs, invitations and social media as well as employee recruiting materials. Created and developed multimedia (audio/video) content for public service announcements, internal agency announcement videos, external promotional social videos, marketing videos, recruiting videos and other projects. Photographed ceremonies, events, promotions, awards, news conferences, and numerous other agency functions. Processed and prepared digital media content for use on agency social media sites, for publication in agency literature and brochures and for use on the website.

Present
1999

On This Rock Media **MARKETING / CREATIVE DIRECTOR /WEB DEVELOPER**

Formerly Waters Designs | Develops marketing and communications strategies to support the client's mission through awareness campaigns, events, content marketing, email marketing, social media, and other brand visibility programs. Creates websites, logos, business cards, brochures, fliers, post cards, newsletters and other printed & digital marketing materials for integrated branding of nonprofits, authors, retailers and other businesses. Designs and develops responsive websites using HTML5, PHP, MySQL, JavaScript/J Query, and CSS. Expert knowledge of Wordpress and proficient in developing custom themes and plugins, familiar with several front-end frameworks including Genesis, Cherry and Bootstrap. Web server management, SSL certificate installation, email administration and DNS zone configuration. Photographs and produces video content for promotional works, events and social media to include: creating a storyline, writing a script, recruiting actors/actresses, editing the video, and creating motion graphics to enhance the storytelling. Analyzes web statistics, provides SEO/SEM, conducts research and creates monthly reports on emerging social media and marketing trends based on client's specific industry. Monitors and/or maintains client's social media accounts. Tracks consumer behavior and creates digital strategy based on Google Ad Words and Google Analytics data.

2011
2006

About.com **FREELANCE WRITER / BLOGGER**

Researched retailing industry information, wrote articles on starting and operating a retail business and maintained blog a (retail.about.com) for a niche web site. Used search engine optimization techniques, social media and other online marketing to promote the website and articles. Spoke at trade industry events and to community business organizations on various retailing topics. Content was republished in several trade industry newspapers, books and corporate materials.

PORTFOLIO

behance.com/shariwaters



letraining.media
onthisrockmedia.com
fumcs.org
echumane.org

georgiawedding.us
shariwaters.com
sarashousekeeping.com