

# JON BORLIN

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## WEBSITE & DESIGN PROFESSIONAL

*Website Management & Development ~ Online Administration and Publishing ~ Project Management Usability ~ Search Engine Optimization ~ DVD & Video ~ Computer Based Training ~ On & Off-line Design*

### **Capabilities Profile...**

I understand all aspects of website management and the fundamental technologies and techniques used there in. Combining online-best-practices and strategic marketing, I work to ensure the overall brand integrity, dynamic functionality, image coherence, search engine capability and absolute accuracy of online corporate materials. I am results-oriented, technical, analytical, self-motivated; I excel in application experience of numerous design and development programs, am visually / logically creative and have strong communication and project management skills.

### **Key Career Accomplishments...**

- 2007 – SAFC's corporate website is re-designed. Tasked with management, development, designing, testing and building of 600-page site. I worked on site evaluation, baseline testing, wire framing, site architecture, site layout & design, navigation grouping & labeling, static and dynamic mockup creation, all front & backend coding, SEO and search techniques, usability and launch of SAFCglobal.com, the premier global site for fine chemicals and customized manufacturing.
- 2004 – A.G. Edwards corporate website is re-branded with a new identity. Six months prior to this public announcement, I was isolated and tasked as the primary online designer. During this time I worked behind closed doors with high levels of the company and advertising agency Carmichael Lynch to design and re-brand our public facing websites, banner ads, lead-generation offers and other online marketing tools.
- 2002 – A.G. Edwards re-designs the company's Intranet, AGe-NET, one-stop source for the latest firm and market information with thousands of documents updated each day. This tool is used by the branches to get up-to-the-minute information that helps daily business. I was the primary online designer for this project.
- 1999 – Trans World Airlines decides to move website design and maintenance in-house. Hand selected by department head for position within a four-member team. Tasked with the development and design of all online imagery and layout of new company websites.

### **Computer Skills...**

Practiced in most recent Windows & Mac - based systems. I am knowledgeable in the following programs:

Adobe PhotoShop  
Adobe Acrobat/Distiller  
Macromedia Dreamweaver  
Swish / Swift 3D / Corel Package  
Microsoft Word  
Interleaf CAD

Adobe ImageReady  
Adobe PageMaker  
Macromedia Fireworks  
CursorArts IconForge  
Microsoft PowerPoint  
AutoCAD

Adobe Illustrator  
Macromedia Flash  
Allaire Homesite  
Microsoft Visio  
Microsoft Excel  
TechniCAD

### **Education...**

Bachelor of Science degree in Aviation Technology and Graphic Design  
University of Central Missouri in Warrensburg, Missouri.

**Excellent references will be provided once a mutual interest has been established.**

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## **Professional Chronology...**

### **Sigma-Aldrich, St. Louis, MO**

**05/06 Present**

*Technical Marketing Specialist – SAFC Marketing Communications*

- Manage SAFC website acting as guardian to insuring brand integrity & image coherence
- Update business areas based upon marketing communications & strategies
- Ensure website content is dynamic and information is accurate and up-to-date
- Propose and present new ideas and implement in all area concerning website and marketing
- Monitor, support and evaluate tools for future website implementation
- Responsible for search engine marketing using SEO techniques to improve listing placement

### **A.G. EDWARDS, INC., St. Louis, MO**

**11/00 – 05/06**

*Internet Website Designer / Publisher & Internet Graphic Designer*

*Internet Services Department – Corporate Communications Department*

- Code and publish of daily / weekly / monthly content
- Design / code various public website sections & pages
- Develop templates for various HTML e-mails
- Project management of online style guide
- Primary designer for Internet and intranet re-branding
- Create Flash e-cards, banner ads, invitations and special projects
- Application of User Interface design principles
- Design / code web page mockups for usability testing

### **TRANS WORLD AIRLINES, St. Louis, MO**

**12/95 – 11/00**

*Internet Support Analyst – Marketing Department*

*Computer Graphics Specialist – Flight Operations Department*

- Responsible for content changes on TWA.com
- Designed / coded various public website sections & pages
- Worked with end-users to identify appropriate web content
- Coordinated and managed online projects
- Designed online splash pages for fare sales
- Designed banner ads (seen on cnn.com, yahoo.com, stltoday.com,)
- Created CBT courseware for instructors
- Designed PowerPoint presentations & 35mm slides for classroom instruction
- Illustrated various technical aircraft controls and flight-systems
- Created layouts for Federal publications and “seat pocket” safety cards
- Designed various “accent” graphics used in offline collateral
- Responsible for designing and running “Road Show” with company executives
- Trusted with sensitive TWA Flight 800 information / documentation

## **Other Experience...**

### **YMCA OF CMT & CHESTERFIELD, Maryville, IL & Chesterfield, MO**

**1992 – 2005**

*Certified lifeguard & swimming instructor. PADI scuba certified.*

### **CENTRAL MISSOURI STATE UNIVERSITY, Warrensburg, MO**

**1995 - Present**

*St. Louis Chapter Alumni President*

### **LICENSED PRIVATE PILOT**

**1990 - Present**

### **BOY SCOUTS OF AMERICA**

**1986**

*Eagle Scout / Order of the Arrow*

Online resume and portfolio also available via web at: <http://www.stlwebguys.com> & <http://borlin.netfirms.com/portfolios.html>