

# CRAIG C. ALLEN

## WEB DESIGNER



### CONTACT INFORMATION

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### PROFESSIONAL EXPERIENCE

#### WEB DESIGNER & DEVELOPER

2001 – 2012 | 2015 – PRESENT | MISSOURI PUBLIC EDUCATION

Design, update and develop the School District website, as well as, develop web applications for student and educator use. Implement district Computer Science and Business Education curriculum. Coach multiple sports teams, including Varsity Girls Basketball and Softball.

#### MARKETING MANAGER

2014 – 2015 | NEW BALANCE LICENSED STORES

Define and execute the company's marketing strategy and tactics to support its growth and revenue objectives. In addition to creating, overseeing, and implementing the marketing strategy, manage company collateral, website content, image, marketing promotions, and the customer lifecycle.

#### COORDINATOR OF CREATIVE MEDIA

2012 – 2014 | PARKER HANNIFIN SPORLAN DIVISION

Coordinate and assist with marketing communications activities to support the Sporlan Division sales goals. This includes a wide variety of strategic promotions including website content, trade show support, newsletters, public relations, mobile application content and collateral material development.



### PROFESSIONAL EXPERTISE

#### WEB DESIGN & DEVELOPMENT



#### CMS INTEGRATION & IMPLEMENTATION



### ABOUT ME

Self-directed, goal-oriented, enthusiastic professional with a passionate commitment to web design, digital media, mobile development and team goals. Skilled in the design, development, integration and production of websites and digital media.



### EDUCATION & TRAINING

#### UNIVERSITY OF MISSOURI

2009-2010 | SPECIALIST DEGREE | COLUMBIA, MO

SPECIALIST IN EDUCATIONAL TECHNOLOGY (HOURS EARNED )

#### MISSOURI BAPTIST UNIVERSITY

2006-2009 | MASTER OF SCIENCE | ST. LOUIS, MO

MASTER OF SCIENCE IN SPORTS MANAGEMENT

#### SOUTHEAST MISSOURI STATE UNIVERSITY

2001-2003 | BACHELOR OF SCIENCE | CAPE GIRARDEAU, MO

BACHELOR OF SCIENCE IN BUSINESS EDUCATION

#### SOUTHEAST MISSOURI STATE UNIVERSITY

1996-2001 | BACHELOR OF SCIENCE | CAPE GIRARDEAU, MO

BACHELOR OF SCIENCE IN BUSINESS FINANCE



### PROFICIENT TECHNOLOGIES

#### HTML, CSS AND PHP



#### WORDPRESS



#### UIKIT & IONIC FRAMEWORKS



#### RESPONSIVE DESIGN & MOBILE DEVELOPMENT



#### ADOBE PHOTOSHOP & ILLUSTRATOR

