

# Anthony Helmer

Web Producer | Online Marketing

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## Education

### The Art Institute of California — Orange County

Associate of Science - Web Design and Interactive Media  
September 2008

## Work Experience

### Plantronics, Inc - Santa Cruz, CA

July 2010 - Present

*Contractor: Web Producer*

- Make regular updates on US and international site pages; banners; images, body copy.
- Editing Resources; Product images, Marketing Copy, Manuals, & Streaming Media.
- Maintain Product Catalog; create new and edit existing product pages.
- Create Marketing email blast templates from scratch, or based on supplied assets & copy.
- Use of SilverPop web-based email marketing system to schedule mass marketing emails.
- Edit, approve and publish Plantronics marketing blog posts worldwide.

### Vision Design Studio - Long Beach, CA

Jan 2009 - May 2009

*Web Developer*

- Incorporated copy and graphic design assets into email and microsite templates.
- Maintained visual consistency between email blasts and microsities using color and typography.
- Tested links and proofread copy for grammar and spelling on all eblasts and microsities.
- Edited emails and microsities at request of clients and Art Directors.
- Updated subscriber lists and cleared data of extraneous information for future email campaigns.

### Skill City Games - Huntington Beach, CA

November 2005 - August 2007

*Concept Art & Asset Designer*

- Developed Puzzle Game environments, pieces, character accessories, as required by Art Director.
- Imagined consistent design style through digital and traditional illustration techniques.
- Develop web-based advertising graphics to promote product and attract paid subscribers.

## Freelance Experience

### Orange County Real Estate Partners

February 2009 - Present

*Web Video Consultant*

- Received video content from client via FTP.
- Compressed video content for streaming on the web.
- Embedded compressed video into a web page, sending links to Realtors and clients.

### BenefitNational.com

February 2009 - May 2009

*Web Developer/Designer*

- Designed and incorporated graphic/animation elements into property management website.
- Improved typography throughout site by changing hierarchy, colors, and boldness of type.
- Made aesthetic changes and performed maintenance of website by client request.

### Doubletree Anaheim Hotel & Resort

August 2008

*Web Video Director & Editor*

- Shot and edited digital video used by the hotel for online advertising promotion.
- Created and designed visual effects and motion graphics used throughout advertising spot.
- Compressed video content for streaming on the web.

## Software

Adobe CS4 Acrobat, AfterEffects, Audition, Dreamweaver, Flash, Illustrator, Photoshop, and PremierePro, DVDStudioPro, FinalCutPro, Microsoft Office 2007, PC and Mac Platforms

## Programming

XML, Javascript, ASP, HTML, CSS, ActionScript 2.0, Wordpress, Joomla, Teamsite

## Skills

Freehand/Digital Media Illustration, Corporate Management, Artistic & Project Direction

## Recognitions

Honors Graduate - The Art Institute of California — Orange County

September 2008

Youth teaching duties & video coordination - Summer Studio 2008  
at The Art Institute of California — Orange County

June 2008