

KYRSTEN CLAIRE CZAK

WEB DESIGN & DEVELOPMENT

C: 586-871-1832 • kyrsten@czak.me

SUMMARY

Experienced professional in the design industry with strengths in design, development, marketing, and client relations.

TECHNICAL SKILLS

- **Adobe Software:** Photoshop, Illustrator, Dreamweaver, Indesign, and Acrobat.
 - **Operating Systems:** Mac, Windows, and Linux.
 - **Office Software:** Word, Excel, Powerpoint and Outlook.
 - **Web Software:** Google Analytics, Constant Contact, Hootsuite, and Tweetdeck.
 - **Programming and Databases:** PHP, HTML, CSS, JavaScript, MySQL, and SVN/Git.
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TRAINING AND CERTIFICATIONS

Schoolcraft College - Livonia, MI: Associates Degree in Liberal Arts, International business endorsement, 2009.

Certificates

- Certificate in Foundations of Computer Graphic Technology.
 - CIW JavaScript Specialist.
 - CIW Web Design Specialist.
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PROFESSIONAL EXPERIENCE

Sincro (Formerly CDK) - Detroit, MI
Web Design Specialist

Jul 2017 – Mar 2021

- Implemented custom third party installs using Javascript, HTML, & CSS
- Nissan Brand SME - maintained & managed the Nissan section of Sincro/CDK's content vault and brand guidelines documentation for the content team.
- Alternate Weekend Point of Contact - Contact point for other departments, managing the queue and re-assigning team members when necessary, creating an EOD report for management, and handling escalated issues.
- Maintained and configured auto dealer websites and specials.
- Created and edited original custom graphics utilizing Adobe Photoshop and Sincro/CDK's proprietary Slide Studio software.
- Working from a Salesforce queue - responsible for effectively communicating and seeking clarification as necessary to effectively fulfill the order within the specified lead times.

Cyberoptix Tielab - Detroit, MI
Digital Marketing Consultant

Oct 2016 – Apr 2017

- Developed and implemented email marketing campaigns for their brands.
- Ensured brevity and accuracy of marketing messages.
- Designed new creative email templates using HTML and CSS.
- Utilized Photoshop and Illustrator to create custom graphics for marketing campaigns.
- Designed graphics for use on social media.
- Created copy for press releases and email campaigns.

- Tracked analytic success for ongoing email and social media campaigns.

Self Employed - Remote**May 2016 – Oct 2016*****Web Design and Marketing Consultant***

- Built websites for clients using Joomla and Wordpress.
- Created custom graphics using Adobe Photoshop and Illustrator.
- Customized and bug fixed code for clients.

Benefit Advisors, Inc. - Saint Clair Shores, MI**Jun 2011 – May 2016*****IT Manager***

- Project manager on a multi-union PHP based benefits management package: developed modules for the multi-union PHP based benefits management package.
- Managed an SVN/Git versioning control system: Push, merged, reverted coded on a weekly basis via both command-line and Phabricator.
- Managed onsite and remote IT personnel.
- Served as a go-between for programmers and clients.
- Maintained several external and internal web pages.

Benefit Advisors, Inc. - Saint Clair Shores, MI**Jun 2008 - Jun 2011*****Systems Administrator/ IT Support***

- Performed bug fixes and system adjustments in PHP.
- Worked with MySQL databases daily.
- Created a 50+ page internal wiki document for a proprietary web-based benefits software package.
- Maintained and assigned support tickets.

Macomb Community College - Warren, MI**Apr 2013 – Oct 2015*****Web Master for CAAT***

- Developed and managed email marketing campaigns.
- Utilized HTML CSS, and JavaScript to create content.
- Used Photoshop, Illustrator, and InDesign to create custom graphics and materials.
- Increased the number of visitors per month from an average of 40-50 to an average of 700-1000 visits per month.
- Designed the template for the monthly CAAT newsletter.
- In charge of layout and initializing the monthly CAAT newsletter.
- Created banners and other promotional materials for the CAAT's conferences and webinars.
- Responsible for the day-to-day updates and maintenance of the CAAT website.

VOLUNTEER**GNA**

Board of Directors

JAN 2016 - Current