

Christin Templeton Boone

Professional Experience

Owner, Designer, Consultant – Boone Creative Designs, LLC. - Web Design and Consulting Firm, Charlotte, NC ▪ 2008 – Present

- Service client base of small businesses and non-profits for web site design and strategy.
- Create online marketing strategy, information architecture, content development plan, graphical user interface, technical implementation and functionality for all client websites.
- Implement WC3 Web Standards and Search Engine Optimization strategies.
- Create and manage Social Media presence.
- Obtain and manage photography, web-writers, programmers and other free-lancers when needed.
- Recommend and implement content management tools and third-party applications.
- Create print marketing materials when needed.
- Write and edit site content when needed.

For complete client list and samples of work, please see <http://www.boonecreativedesigns.com>

Lead Project Manager – Vialogix, Inc. - Web Design and Consulting Firm, Charlotte, NC ▪ 1997 – 2008

- Acted as primary client liaison for medium to large corporate clients such as First Union, First Citizens Bank, National Gypsum, Miller Orthopaedic Clinic, The Wakefield Group, Foundation For The Carolinas, and Springs Industries.
- Developed and implemented project plans; responsible for meeting established project goals.
- Created information architecture and content strategies for clients.
- Coordinated technical aspects of projects with developers and third party providers.
- Coordinated internal programming, design and strategy teams, outside freelancers as well as led client stake-holders in development of project strategy.
- Wrote project proposals and estimated related costs.

Production Coordinator – Paradox Films, Charlotte, NC ▪ 1995 – 1997

- Coordinated details of video and film projects for commercial production company. Secured freelance team; managed and serviced client needs; accountable for maintaining production budgets, schedules and all aspects of creating corporate videos and television commercials for clients.

Account Executive – Lyerly Advertising Agency, Charlotte, NC ▪ 1992 – 1995

Managed customer relationship for advertising clients; created and implemented marketing plans; coordinated design and production team; responsible for project profitability.

Research Coordinator – FacFind, Inc. Marketing Research, Charlotte, NC ▪ 1990 – 1992

- Managed data collection for marketing research clients and implementation of focus groups.

Media Buyer – Shotwell & Parters Advertising Agency, Charlotte, NC ▪ 1988 – 1990

- Developed media plans for clients; negotiated media rates and implemented plans for advertising clients.

Programming and Software Skills

Adobe PhotoShop, Adobe Illustrator, Microsoft Windows XP, Excel, Word, Basic HTML

Education

Bachelor of Arts in Journalism, concentration in Advertising – University of North Carolina, Chapel Hill, NC ▪ 1988

Personal

Member Forest Hill Church since 2001

Third Generation Native Charlottean

Interest in International Missions work

Volunteers with multiple organizations, including By Grace Alone Ministries

Enjoys painting and creates commissioned dog portraits

Proud mother of two children, 10 and 8 years old; Married 12 years