

# Linda Watts

[www.lindawatts.com/Resume](http://www.lindawatts.com/Resume)

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## Objective

Seeking freelance or full time opportunities in electronic media, web content management, web 2.0, technology coaching and print

## Work History

Duke Realty Corporation

June 1999 – April 2008

### New Media Manager

- ∞ Oversaw web site strategy including creative design, implementation and maintenance of corporate web sites that resulted in new business for Duke's local and national sales teams.
- ∞ Responsible for maintenance and content development of company intranet as a key internal communication tool.
- ∞ Worked closely with outside vendors to implement design and development enhancements to sites.
- ∞ Enhanced digital delivery of information to key external and internal stakeholders by implementing Google Earth flyovers, customized Google Maps, Flash video and Flash.
- ∞ Conceptualized initiative to reduce marketing collateral expense by leading the development of print collateral from web pages, resulting in significant costs reduction.
- ∞ Liaison between Marketing and IT to develop and implement site databases as well as communicate department needs.
- ∞ In 2005 promoted to oversee technical web staff
- ∞ Consulted with Duke's sales and management departments across the country regarding updates and improvements to all sites:

*dukerealty.com*

*dukeconstructiononline.com*

*allpointsindiana.com*

*rickenbackergfp.com*

*ansonindiana.com*

## Technologies

Adobe Creative Suite 3  
(Dreamweaver, Flash, Photoshop, Illustrator, Fireworks, InDesign); Apple iLife 8, QuickTime Pro; Google Earth Pro; Front end HTML, ASP, .NET, CSS, SSI, DHTML, RSS; MS Office Suite

## Education

IUPUI: Graphic Design I & II

The New School for Social Research, NYC, N.Y.:  
Direct Marketing

B.A. Western College  
Oxford, Ohio  
(now part of Miami of Ohio)

Ropkey Graphics

July 1995 – June 1999

### Website Designer/Prepress

- ∞ Website designer and developer for original Indianapolis Museum of Art website; prepress and print collateral for Eli Lilly, Indianapolis Museum of Art and Indianapolis Motor Speedway

Corporate Image Group

August 1994 - July 1995

### Prepress Supervisor

- ∞ Provided management to staff of graphic designers

The Woodfield Group

February 1992- August 1994

### Assistant Supervisor

- ∞ Supervised staff of 8 graphic designers providing support to major printing companies