



Diana Sproul

**Sproul Creative
Graphics & Website Design**

Resume

::Qualifications

::SEO- Redesigned and developed the Colorado website for Paninos.com. Researched keywords on Wordtracker.com, implemented them in page titles, ALT tags, headers, filenames, etc. Submitted site to search engines. Created external CSS style sheet.

Revised part of the DoublestrandRanch.com website. Made file names, page titles, ALT tags, and others more relevant to the horse breeding industry. Implemented external CSS style sheet.

Created a website and graphic design blog for my own company, Sproul Creative, that uses Wordtracker-researched keywords & custom header. See my articles on SEO. Articles enhance search results, appear on LinkedIn.com, and subscription sold on Amazon.com. Links between SC, LinkedIn and online portfolio are well-established.

::Link Building- Assisted The Haunted Game Cafe in developing relevant board game links from all game manufacturers' websites (in progress). Listed the company on local information websites (Yahoo Local, Dex, Yelp!, UrbanSpoon, others). Helped spread the word to my contacts via e-mail, Yahoo groups, Facebook personal page and forums like City-Data.com. Created e-mail marketing that incorporates Wordpress blog articles. Linked from online portfolio image.

::Search Marketing- Created search marketing campaign with Yahoo for Sproul Creative and a real estate author, which tested different ad returns. Created a real estate-relevant domain for ad use that forwards to author's website.

::Social media- Created a Facebook event page for their latest charity event (See "Moms Helping Moms"). Set up BigTent.com for forum. Redesigned MOMS Club West website (FCMomsWest.com).

Posted to the LinkedIn and Yahoo Answers professional forums for Sproul Creative.

::Other Website& Graphics- Redesigned the Pediatrics main page for Mattel Children's Hospital UCLA, Los Angeles. Designed & created Pediatric division websites for Hematology/Oncology, Critical Care, Neonatology.

Delivered mass e-mail marketing (5000 recipients), and developed national magazine print ads, professional newsletters, and webinar & meeting web pages for GE Financial (GEPAM).

::Skill Set

Search Engine Optimization, HTML & CSS designs, search marketing, link building, social media (Facebook, forums), Dreamweaver, Wordpress blog set-up, webinar pages, page slicing, page optimization, print graphic skills (Illustrator, Photoshop)

Education:

UCLA Graphic Design Program, Santa Monica College Academy of Art, Knowledge Works
Bachelor of Arts Degree, Telecommunications and Film, San Diego State University

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