

# Halina Veratsennik

Dublin, CA

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## SKILLS:

- Designed, built and maintained websites, blogs, forums
- Strong interpersonal and customer service skills

## COMPUTER PROFICIENCIES:

- Microsoft Office (Word, Excel, PowerPoint, Outlook, Access)
- HTML5, CSS, WordPress, bbPress, FTP, E-junkie, MailChimp, RSS, Adobe Dreamweaver, Applied Systems
- Adobe Photoshop, Adobe Lightroom, InDesign, Illustrator

## LANGUAGES:

- Russian
- Spanish

## PROFESSIONAL EXPERIENCE:

### **Digital Designer / Web Designer – [lightroomtemplates.com](http://lightroomtemplates.com) – (2010 - present):**

- Designed and coded website, email marketing newsletters, banner advertisements
- Researched, provided recommendations on new social media trends, products, services and platforms, implemented changes in the designs
- Designed templates and ads for projects while adhering to client guidelines
- Created, modified and maintained graphic files for interactive production (online ads, websites, Facebook)
- Performed quality assurance testing to verify the integrity of the user experience design

### **Web Content Coordinator – Photo-Treasury, [creativity-zone.com](http://creativity-zone.com), [creativityarea.com](http://creativityarea.com) - (2011 – present):**

- Created and maintained websites and blogs, recorded how-to demonstrations and tutorials (video, text, images)
- Wrote and designed training materials and exercises, online e-courses
- Designed, maintained and moderated forums
- Create and modify templates-based HTML emails, newsletters and other general HTML content
- Compile and analyze Web analytics data

### **Commercial Lines Technical Assistant / Health and Life CSR– [CDG Insurance, cdginsurance.com](http://cdginsurance.com) - (2012 – 2016):**

- Issued Certificates of Insurance
- Prepared clients with Premium Finance quotation options, prepared original finance note, and requested necessary funds (down payment plus any installments due) to place the finance agreement in force.
- Processed endorsement request for policy changes or corrections.

### **Photographer – HalinaV Photography – [halinav.com](http://halinav.com) – (2007 - present):**

- Hiring and supervising the work of assistants and second shooters
- Marketing, promoting and networking to attract new clients
- Retouching and manipulating images
- Maintaining and updating image database, updating portions of the website and blog

## EDUCATION AND TRAINING:

- Accident and Health/Life only licenses
- Web Programming, Accounting, (2012) - Berkeley City College, Berkeley, CA.
- Professional Photography Certificate (2008) – New York Institute of Photography, NY
- Adobe Dreamweaver Course (2008) – Berkeley Adult School, Berkeley, CA
- Commercial activities \ Transportation business (2003) - Belarusian State University of Transport, Gomel, Belarus