

GREGORY TARNOFF
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414-737-4870
www.artryst.com

I am a computer professional specializing in graphic design and project management. I am able to communicate with both the customer and the programmer. I can lead your project through to the next level of success.

Experience

Web Designer/ Implementation Specialist **2005 to Present** **ARI Network Services, Milwaukee, WI**

Responsible for the growth of a template based ecommerce solution for the outdoor power and power sports dealership industry, including existing products and conversion to new products.

- Website design
 - Led sales, design and customer support teams in building over 250 websites
 - Independently guided customer website design projects from purpose definition, graphic design to content development and building further traffic
 - Independently completed graphic design for over 150 websites
- Website optimization
 - Worked directly with dealers using the websites to maximize their bodytext and meta tags for the best returns in organic search listings
 - Worked with developers to further optimize the dynamic portions of the template based websites to capitalize on better search engine traffic
- Business diversification
 - Developed a proposal for a website maintenance service to support Pay Per Click advertising
 - Developed a proposal for entering the recreational vehicle, marine, and landscaper industries with the website and email marketing products
 - Developed a proposal, coded and implemented an application to provide a National Weather Service feed to the dealer websites
- Marketing campaigns
 - Generated email marketing campaigns in Photoshop, HTML and CSS
 - Created enhanced graphics for direct mail marketing
- Graphic design
 - Created icons for stand alone applications
 - Created graphic look, HTML, CSS, and JavaScript for website catalogue www.lookupparts.com
- Provided primary technical assistance and training to:
 - Over 400 website and email marketing customers
 - A nine-member dealer sales team for the website and email marketing products
 - A seven-member OEM sales and account team on internet utilization

Freelance Web Designer & Photographer **2004 to Present** **www.artryst.com**

Independent consulting business in website development and photography

- Developed standards based sites utilizing XHTML, CSS, PHP, JavaScript, and Flash
- Work in Dreamweaver, Photoshop, Illustrator, WordPress
- Implemented sites on both Microsoft and LAMP environments
- Portfolio and client list available upon request

Digital Photographer **2004** **Celebrity Kids Portrait Studio, Brookfield, WI**

Professional photographer in a fast-paced, theater themed family portrait studio responsible for all network related issues including Veritas Backup system, Epson Gemini II print server, anti-virus, spyware removal and firewalls

Branch Manager

2003-2004

USA Payday Loans; Check N' Go, West Allis, WI

Provided leadership in collection services and financial sales for payday loan companies Responsible for personnel, budgets, marketing, cashhandling, and security

Branch Manager

1999-2002

Bisco Industries, Cleveland, OH

Branch Manager in a local call center for a top-end distributor of hardware and pc board level components

- 25% + of daily routine dealing with computer issues ranging from desktop applications to coordinating with corporate offices on the WAN
- Created reports and templates with Microsoft Office
- Provided budgeting, sales leadership and training for entire branch
- Grew territory sales over a nine-month period by 197%

Retail Store Manager

1995-1999

Laacke & Joys; Track n' Trail; Gadzooks!, Milwaukee, WI

Responsible for retail operations including personnel, marketing, merchandising, sales, shipping and receiving, and loss prevention

- Developed purchasing criteria for the snowboard department of Laacke and Joys
- Led sales growth of over 200% in 2 years for Laacke and Joys
- More than tripled corporate goals for add-on sales with Track N' Trail
- Reduced shrink by over half in first six months with Gadzooks

Education

Techskills, LLC, Brookfield, WI: Multiple certifications

University of Wisconsin Milwaukee, Milwaukee, WI: BA in Philosophy.

Pratt Institute, New York City, NY: Computer Graphics.

Certifications

CIW Master Designer
 Microsoft Certified Systems Administrator
 Comptia # COMP001002744611
 A+ Certified Professional

Microsoft MCP # 3194005
 Microsoft Certified Professional
 Network+ Certified Professional

Computer Proficiencies

Microsoft Windows '95 through Vista
 Linux
 Microsoft Office 97 through XP
 Photoshop CS3
 Illustrator CS3
 Flash CS3
 JavaScript
 CSS
 XSLT

Microsoft Server 2000
 Mac OSX
 Open Office
 Image Ready
 Acrobat Pro
 Dreamweaver CS3
 XHTML
 PHP
 XML