

# Tonya Howell

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Portfolio: [www.tonyahowell.com](http://www.tonyahowell.com)

## Objective:

To obtain a fun and creative position with a company that will allow me to contribute to its growth through my existing skills and knowledge.

## Professional Qualifications:

Online Advertising, Adobe Photoshop, Adobe ImageReady, Adobe Acrobat, Macromedia Dreamweaver, HTML, Scanning Software, FTP, Roxio Creator DE, MSOffice, Windows/MAC OS Operating Systems, CSS, Database Management, IMing Software, Simple Adobe Flash, Open Ad Stream, Ad Interax

## Experience:

Web Services Coordinator  
Rasmussen & Associates/Beavercreek Marketing  
July 2008 – present

- \*Assist clients in marketing their online educational materials on their websites.
- \*Create banner ads per individual client needs.
- \*Create API players and media banner ads using Flash templates.
- \*Maintain and update client information in database program.
- \*Occasionally assist in the setting up of online education centers.

New Media Producer  
Grand Island Independent  
May 2001 – June 2008

- \*Developed advertising content and design for theindependent.com and its affiliated network of sites, designed and maintained commercial websites and designed multimedia advertising.
- \*Built websites compliant with W3C standards with authoring tools and some manual coding.
- \*Created web graphics including custom icons, navigation tools and advertising images.
- \*Worked with the creative staff in the process of print to online advertising.
- \*Filmed close-up shots with video camera for the Simply Cookin' show.
- \*Advocated the online medium to the entire staff by answering questions/concerns and providing information when necessary.

Internet Sales & Marketing Representative  
Grand Island Independent  
May 2000 – May 2001

- \*Helped envision and market new and inviting content for theindependent.com.
- \*Sold internet products including online advertising, commercial websites, online business directory listings and website sponsorships.
- \*Worked with web developers and sales support staff to ensure customer satisfaction.
- \*Provided excellent customer service both internally and externally.

## Education:

University of Nebraska-Lincoln (Lincoln, Nebraska)  
College of Journalism and Mass Communications  
Bachelor of Journalism, May 2000  
Major: advertising; Concentrations: English and history

## Honors and Awards:

Grand Island Independent Online Staff Awards: The Nebraska Associated Press Awards  
First Place for Website 2008; AP Awards Second Place for Website 2007; AP Awards  
First Place for Website 2006

## Activities and Leadership:

- \*Touring with Tonya Blog: Author - [www.touringtonya.blogspot.com](http://www.touringtonya.blogspot.com) (July 2005-present)
- \*30 Seconds to Mars/Virgin Records: Promotional support (March 2002-present)
- \*Franklin Covey Training Program (2006)
- \*Grand Island Independent Employee Advisory Committee (2002-2006)
- \*Grand Island Independent Customer Service Committee Member (2003-2006)
- \*Grand Island Independent Customer Service Committee Chair (2003-2004)
- \*Grand Island Area Chamber of Commerce Ambassador (2000-2002); Ambassador Social Committee (2002)