

# JUDITH AILEEN CARD

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## QUALIFICATIONS PROFILE

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Distinctly accomplished professional with vast expertise in creative design strategies and online content production. Equipped with a strong history of repeated successes in supporting various industries through unique and effective branding and market engagement solutions. Technically sophisticated with a proven ability to increase process efficiency. Innovative leader with a collaborative attitude. Focused and organized with an out-of-the box approach to overcoming challenges. **Areas of expertise include:**

- Web Design and Reconstruction
- Web Content Development
- SEO and Database Management
- Social Media Marketing
- Video Production and Editing
- Electronic Process Solutions
- Unique Graphic Design
- Image Retouching and Enhancement
- Logo Development
- Digital Photography
- Strategic Leadership
- Project Planning and Execution
- Cross-functional Collaboration
- Brochures and Newsletters
- Contract Revision

## PROFESSIONAL EXPERIENCE

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**EmPress Web Design, Seattle, WA** Portfolio: [www.judithcard.com](http://www.judithcard.com)

**Independent Projects, 2006 – Present**

Web design, business development and marketing for clients; primarily in WordPress — KK's Gourmet Popcorn, Seattle Couples Counseling, Northwest Center for Creative Aging, Aerating & Thatching Company, Belief and Ethics, Sterling Dynamics, Property Solutions Plus, and many others. Advanced knowledge of Facebook algorithms, groups and sponsored postings.

### Key Achievements:

- **Facebook** – Ran the web strategy for Ardon Wek's 2018 South Dakota state senate campaign via WordPress and paid political ads on Facebook. Coached a client's Facebook Page to more than 30,000 likes.
- **Marketing** – Helped a client to convert 20% of web visits into clients by highlighting online courses. Wrote Business Plan for *Aerating & Thatching Company* that received a commendation from SCORE (Seattle Small Business Association).
- **Problem Solving** – Integrated and provided training for HIPAA compliant video and messaging platform to enable a client to conduct her couples therapy business by remote. Found shipping solutions to price and package items within limited budget to make a profit.

**Pavot Bleu Productions, LLC, Seattle, Washington**

**Managing Partner, 2012 – Present**

Producer and Director at the video production company. Oversee the filming and completion of a feature-length documentary. Collaborate with the Media Department Director of the University of Washington, along with the directors of the nationally recognized Scarecrow Video Collection, on a large-scale video preservation project of iconic and original independent Seattle videos, by diligent categorization and online format conversion from VHS. Produce a music library intended for various documentary, television and online intended for various documentary, television and online soundtrack, in partnership with Seattle music studio JWA Productions.

### Key Achievements:

- **Volunteer work** – Collaborate regularly with Companis Seattle and other nonprofits on marketing videos and web design. Produced the showcased video featured at the home page of Seattle Public Libraries, entitled *Friends of Seattle Library*.
- **Recognition** – Attained a top award at the 2015 HAP Film Festival for the film *Save My Place*.

**Horizon House, Seattle, Washington**

**Web Content Manager and Project Manager, 2012 – 2017**

Collaborated with the Jetstream Software developers in applying Agile methodology and Scrum framework to the DNN platform to design Horizon House Connect. Maintained the project's digital backlog and structured all information architecture. Collected and tracked user stories from residents. Monitored the metrics. Participated in cross-departmental initiatives. Performed troubleshooting for dead links and unresponsive online pages. UX Writing; designed and aligned the sign-in and forgot/change password pathways; drafted the microcopy and profile fields. Updated event information, calendar activities, personnel profiles and landscape to daily standards. Prepared instructions, tutorials and microcopy. Designed all graphics and logos.

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## Key Projects and Achievements:

- **Horizon House Connect** — The new intranet for connecting Horizon House residents believed to be one of the first of its kind (for seniors) in the country. Managed the internal password protected resident website project from conception to launch and continual development and maintenance. Brought the number of independent living resident profiles online from zero to 60% by providing access and education, resulting in improved connectivity among the residents.
- **Electronic Process Migration** — Reduced the amount of in-house paper systems by almost 30% by moving them online, which resulted in several thousand dollars of savings yearly, and cut relevant staff hours by 25%.
- **Inter-departmental Projects** — Collaborated with Dining Department to provide online reservations to residents and to keep updated menus online. Worked persistently with Marketing, IT and Resident Services to complete a one-sheet which provided all website and Wi-Fi passwords with sign-in instructions to residents at move-in. Trained staff to use the CMS.
- **Philanthropy Fundraiser** — Supported the Philanthropy Department's fundraising efforts through pamphlet design, database management, editing the official print publication and campaign letters, and performing accounting tasks. Part of the 4-person team that consistently raised well over \$300,000 per year for Horizon House operations and resident assistance funds and, with board of director support, grew the endowment by more than \$10,000,000 (10 million) over a 4-year-period.

**Northwest Center for Creative Aging, Seattle, Washington**

**Executive Assistant/Web Content Manager, 2011 – 2014**

Designed and developed online content — logos; graphic presentations; photography, audio and video manipulations. Maintained social media efforts and newsletters to engage clients. Managed digital assets, including media, databases, spreadsheets and organizational chart updates. Recognized by Management as a *Dependable Catalyst for Innovation and Seeking Solutions*.

## Key Projects and Achievements:

- **Brand Development Design** — Created the style sheet and logo to represent the company brand more effectively.
- **Website Reconstruction** — Rebuilt the company website into a powerful tool that communicates and engages clients, both existing and future. Successfully increased the organization's email contacts by more than 500% and paid membership donations by more than 70%.

## ADDITIONAL EXPERIENCE

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**Event Planning, Catering and Restaurant Management** — Serving, hiring, menu planning and scheduling.

**Personal Assistant** — Downsizing, general organization with focus on decision-making, filing and hiring vendors.

## LICENSES AND CERTIFICATION

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**Licensed Realtor**, Rockwell Institute, Bellevue, Washington, 2006 – present (Realty One North Seattle)

**Certified HTML Developer**, W3 Schools online, 2017

**Certified Studio Camera Operator**, Seattle, Washington, 1995

## TECHNICAL PROFICIENCIES

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<b>Software:</b>	Microsoft Office Suite, SharePoint, Adobe Photoshop and Creative Suite
<b>Online Tools:</b>	Google Analytics, Constant Contact, Mail Chimp, Survey Monkey, GitHub, jQuery, CSS Libraries, Wireframes, Audio and Video Editing Software
<b>Programming Languages:</b>	HTML, HTML5, CSS, CSS3, PHP
<b>Platforms:</b>	WordPress, DNN, Drupal, Linux