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Jake A. Wheat

Objective

- Goal-oriented new media marketing professional with successful experience in social networking, web design, website development, web hosting, Wordpress CMS custom theme design, SEO (Search Engine Optimization), online message boards, chatrooms, and community networking, audio/video conversion, multimedia players, skins, and encoding. I am also experienced in the development of e-commerce solutions, shopping cart systems, HTML email campaigns, Static/Flash ad banner pages, data entry forms hosting and storage, screen saver development, and much more! Demonstrated ability to create client loyalty above and beyond the sales relationship. Keen foresight into Internet technology trends.

Experience

2002-2009 Self-Employed Louisville, Kentucky

New Media Marketing Support For Universal Records South

- Website design and daily maintenance.
- HTML E-mail marketing campaigns (development & coding).
- Development of ad banner campaigns (flash/static) with embed codes.
- Creation of audio/video players with themed skins for radio/consumer.
- E-Card systems, flash html campaigns, and other tasks as assigned.
- Consumer relationship development, including html mailings & email.
- Other projects as assigned.

1998-2002 The Raque Group Louisville, Kentucky

Information Technology Department – Web Development

- Website development for food marketing services.
- Helped to maintain daily Information Technology routine activities.
- Developed Marketing campaign material for various food products.

1994-1998 Louisville Water Company Louisville, Kentucky

Purchasing Department Secretary

- Administrative duties reporting to the Purchasing Manager.
- Development of the "TRACKER" bid management database system.
- Involved with bids & awards process for company materials & supplies.

Education

- Associate of Business degree, with emphasis in Marketing.
- Former EMT-Basic & Emergency Room Trauma Technician

Software

Microsoft Word, Excel, Powerpoint, Access, Outlook, Winzip, Frontpage, Dreamweaver, Flash, Fireworks, SwishMax, Wordpress CMS, CSS Stylesheets, Social Networking (Popular Platforms), Adobe Photoshop, Illustrator, Imageready, FTP Management.