

TRAVIS LARSEN

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Professional Skills

eBusiness Ownership Experience.
Website Marketing/Mgmt. Experience.

Expansive Implementation of SEO.

Ability to Learn and Understand New
Software & Hardware Easily.

College Level Art & Computer Training.

Awareness of Accessibility &
Compatibility Issues/Concerns.

Web Skills

Experience in Email Marketing.

Proficient Audio & Video Editing Skills.

Expert Photo Editing & Optimization.

Skilled Utilization of Online Resources
such as HotScripts, W3C, WAVE, & More.

Working Knowledge of Computer &
Internet Hardware & Equipment.

Software Proficiency

Ulead Photo Impact, Adobe Creative
Suite, Jasc Paint Shop Pro

MacroMedia Flash, Super © Video
Converter, Ulead DVD MovieFactory

Microsoft Office & FrontPage,
OpenOffice.org

Web CEO, WebLink SEO, Internet
Business Promoter, Arelis

UltraEdit, NoteTab, cPanel, PHP List,
PrimoPDF, & Many Top-Shelf Utilities

Computer Languages

Familiarity with JavaScript,
PHP, CSS, XML, & HTML.

Personal Qualities

Resourceful, Efficient, Determined,
Responsible, Original, & Intelligent.

Specialization

Eye-Catching and User-Friendly web
pages that are custom-designed with
"Broad-Appeal" and Search Engine
Optimization in mind.

Career Goal

Work from home as a Web Graphic Designer with an organization that will help me develop my knowledge & skills toward advancement.

Education

- ✓ Currently Attending DeVry University for Web Graphic Design.
- ✓ Working towards a BS in Multimedia Design & Development.
- ✓ Constant and Determined Self-Study of Web Marketing & SEO Skills.
- ✓ Previously attended Black Hills State University and South Dakota School of Mines & Technology for Computer Science.
- ✓ Studied College Level Art History, Drawing & Perception, & Computer Art.
- ✓ Graduated from Douglas HS with an Advanced High School Diploma.

Experience

Conceptualized and Designed all aspects of:

www.naturalmysticonline.com & www.crystal-bead-jewelry.com

Currently Market, Manage, & Maintain every aspect of "Natural Mystics,"
my own online business for handmade gemstone jewelry
including...

- ✓ Design & creation of jewelry products.
- ✓ Development & design of logos, headers, and all other site graphics.
- ✓ Implementation of Search Engine Optimization techniques.
- ✓ Writing & marketing of a monthly newsletter, mailing list, and articles.
- ✓ Creation & management of effective detail-capturing web forms.
- ✓ Integration of self-referencing iframes and other user-friendly site navigation methods.
- ✓ Integration of powerful codes and scripts (JavaScript, HTML, & PHP).
- ✓ Online & "real world" execution of jewelry sales & promotions.
- ✓ Use of online applications such as Awstats, Google Analytics, & PayPal.
- ✓ Creation and updating of RSS Feeds and sitemaps.
- ✓ Management of all taxes, accounting, and traffic stats.
- ✓ Skilled & responsive customer service via phone, mail, & email.

Accomplishments

- ✓ Pioneered a viable website for the crystal beaded jewelry niche.
- ✓ Entrepreneur of two small businesses, "Natural Mystics" Handmade Gemstone Jewelry, and "Stark Raving Clean" Commercial Cleaning.
- ✓ Earned a college Art Scholarship from the Rapid City Lion's Club.
- ✓ Won 1st place for the "Best Computer Graphic" (SD Technology In Education Contest).
- ✓ Tutored Elementary Students in basic computer skills.

Personal Objective

I am highly motivated & determined to unfold my career in Web Graphic Design, as well as my online business, into a success that will allow me to work from home and thereby provide my wife & kids with the time & prosperity they deserve.