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Heidi Haas

Experience



2001-Present **H2W Consulting & Photography LLC - www.h2wphoto.com**

Owner

- Commercial sessions including product shots, carton shots, lifestyle imagery, and sculpture
- Portrait sessions including weddings, family, children, women specific, and seniors
- Fantasy and art shoots including fairies, mermaids, and re-creating classic artwork



2000-Present **USRobotics - www.usr.com** **Schaumburg, IL**

Marketing Manager (2008 – Present)

- Design all marketing collateral including datasheets, sales briefs, application briefs, packaging, product labels, documentation, product diagrams, product icons, and illustrations in a comprehensive resource library (www.usr.com/adbuilder)
- Write marketing copy and high level documentation; review technical documentation
- Product development, research, and testing in conjunction with engineering and regulatory
- Coordinate all Marketing activities including sales events, giveaway management, advertising campaigns, vendor management, translation coordination and implementation
- Manage Marketing & Web budget
- Manage PR and branding including trademarks, email blasts and social media interaction

Web Manager (2000 – Present)

- Work with product managers and domestic/international sales teams to launch new products, technologies, tradeshow sites, promotions, and educational content across all sites - 4 domains, 22 regional sub sites in a total of 14 languages.
- E-commerce cart and 3rd party warehouse management 2012-present
- Organic SEO initiative with supplementary PPC campaigns 07-present (Google, Bing)
- Online Marketing initiatives: banner ads/media, surveys, banners, e-mail blasts, newsletters, podcasts, giveaways, and mobile friendly/responsive micro sites
- Manage vendors: ASP (hosting, content management system, marketing tools) through 6/03, Creative Design Vendors, e-commerce partners
- Managed web team 00-08 (web developer, support content developer, contractors/interns, 3rd party vendors)
- Regularly review, maintain, and report on websites
- Managed launch of multiple complete redesigns of USR websites: 2013, 2005 and 2001
- Hosting transitions: all sites, FTPs, and e-commerce system from ASP to new host and fulfillment center 2003, on-site hosting with 3rd party e-commerce 2008, responsive 2016.

Photographer (2005 – Present)

- Product shots for use on packaging, websites, and collateral
- Lifestyle shots for use on website and collateral
- Art Direction of off-site photo shoots



1999-2000 **3Com – www.3com.com** **Rolling Meadows, IL**

Site Specialist and Client Manager

- Creation/maintenance and QC of Analog 3Com.com pages
- Digital Media –purchasing/creation/coordination of banners, rich media etc.
- Media design including online banner ads and digital invitations



1998-1999

Microsoft Chicago.Sidewalk.com

Chicago, IL

Lead Product Designer Chicago Sidewalk (06/99 – 09/99)

- Design lead images, promotion icons for daily publication
- Design guides: main page and navigation
- Interview and train new employees
- Coordinate content with producers and photographers

Product Designer Chicago Sidewalk (08/98 – 06/99)

- Preparation and launch of chicago.sidewalk.com
- Photo Inventory Management - Prepare prints, slides, negatives, and transparencies
- Design photos for features updated daily on the site
- Integrate image maps throughout site
- Create and manipulate illustrated images: maps, guides, schedules, flyers, and postcards
- HTML coding of radio station websites: 'Score 1160 AM' and 'WCKG 105.9 The Package', including webcam integration
- Feature article photography

Lead Product Designer Cincinnati Sidewalk (03/99 – 09/99)

- Preparation and launch of cincinnati.sidewalk.com
- Design lead images for local content
- Design all local feature design

Computer Knowledge

- Languages: HTML, CSS, ASP, PHP, JavaScript, VBScript
- Platforms: MS Windows OS, Mac OS, Concrete 5 (CMS), Wordpress (CMS)
- Design Software: Adobe Creative Suite including Ps, Il, Id, Dw, Br, Lr
- SEO/SEM: SEOToolSet™, Google Adwords/Analytics
- Other Software: Visual SourceSafe, MS Office, Lotus Notes, EditpadPro
- Charsets: Western European (1252), Eastern European Unicode (UTF-8), Greek (1253), Turkish (1254), and Russian (KOI8-R)

Education/Training



Continuous Lynda.com online

11/2017 Google Analytics Certification online

05/2017 Google AdWords Certification online

2009 NAPP Photoshop Seminar Chicago, IL



2008 Adobe Creative Suite Conference Schaumburg, IL

2007 SEOToolSet™ Certified Analyst Simi Valley, CA

2007 An Event Apart: Chicago Chicago, IL

2005 NAPP Digital Photography Photoshop Seminar Chicago, IL

2004 NAPP Advanced Photoshop Seminar Chicago, IL

2003 Photoshop and Illustrator Workshop Chicago, IL



1994-1998 Illinois State University Normal, IL

B.S., Industrial Technology Industrial Computer Systems

Honors, Awards, Associations

- Member of National Association of Photoshop Professionals
- Peter Lisagor Awards for Exemplary Journalism: Layout/Design: On-line: overall site design 1998
- Golden Key National Honor Society
- Illinois State University Dean's List