

VICKI AYALA Tel (310) 968 7024 • vickiayala@gmail.com • about.me/vickiayala

SELF-EMPLOYED

IndustrySitesOnline.com, El Segundo, CA June 2005-present

Freelance Web Services (self-employed) Portfolio: www.behance.net/vickiayala

- Provide various web services to small and medium sized primarily manufacturing-sector companies
- Optimization, Design, Sponsored Search, Copy-writing, Social Media, Site Analysis

RECENT FREELANCE PROJECTS

- Chapman Baseball Compound – developed web site for new baseball clinic in Irvine (ChapmanBaseball.com)
- Mobile Equip – developed web site for hydraulic system company in Washington state (MobileEquip.com)
- Destination Jumpstart – developed web site promoting fitness clinic in WA (DestinationJumpstart.com)
- Ayala Real Estate – developed web site and social media program (AyalaRealty4U.com)

OTHER WORK EXPERIENCE

Millennium Marketing Consultancy LLC, Redondo Beach, CA November 2006-present

Marketing Consultant, Assistant to Owner, Graphic Artist – Independent Contractor

- Internet Marketing; Quarterly Reports for clients displaying ROI with increased performance
- Website design and optimization
- Sponsored Search/Pay Per Click program maintenance

Thom-us, Inc. (Thomas Register of American Mfrs.), El Segundo, CA April 1997-April 2005

Production Manager (promotion, April 1999)

- Designed Print, CD and Web ads for all advertising programs for large industrial buying guide
- Search Engine Optimization: website marketing analysis, traffic reports, strategies for client
- Website Hosting: as Webmaster, responsible for mail server, FTP, site maintenance, invoicing

Paper Moon Graphics, Inc., Culver City, CA December 1994-April 1997

Marketing Coordinator

- Traveled to and worked Gift Shows, prepared publicity for industry trade publications
- Experience in licensing, product development, industry trade shows, merchandise presentation

EDUCATION

Loyola Marymount University, Los Angeles, CA Graduated Spring 1991

- Bachelor of Arts - Political Science

CERTIFICATIONS & SOFTWARE SKILLS

Google Individual Certifications

- Ad Words Display – valid thru February 2018
- Google Analytics – valid thru August 2017
- Ad Words Search – valid thru February 2018

Adobe Generation Professional

- Graphics & Illustration for the teaching environment – February 2016 (5-week live online learning)

KnowledgeWorks, Inc., Los Angeles, CA

- Dreamweaver Web Site Development May 2015 (3-day program certificate)
- HTML (Dreamweaver and FrontPage), Page Layout (QuarkXPress), Image Editing (Fireworks)
- Microsoft Office applications (Excel, Word, Publisher, PowerPoint)
- Web Services – various Search Engine Optimization, Rank Tracking, FTP, Web Client Management
- Social Media Marketing – Facebook, Twitter, LinkedIn, Instagram; development, design and metrics

REFERENCES AVAILABLE