

# CATHY LESSING

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## **Certified Web Designer**

Certified Web Designer through Kennesaw State University's Kennesaw Internet Professional Program. Experienced in researching, planning, designing and implementing static, dynamic and database-driven web sites, including the creation and integration of text, graphic and multimedia components. Capable of designing web pages that incorporate accessibility, usability and audience-analysis factors.

## **Technical Expertise**

Formal training in:

- Adobe Photoshop
- Adobe ImageReady
- Cascading Style Sheets
- Database Development
- HTML, Dynamic HTML
- Javascript
- Macromedia Dreamweaver MX
- Macromedia Flash MX
- Server-side scripting via Dreamweaver, ASP
- Sonic Foundry Sound Forge
- Structured Query Language (SQL)
- Website hosting

## **Education**

Kennesaw Internet Professional (KIP) web certification, Kennesaw State University, Kennesaw, Georgia

M.B.A., General Business, with honors, Millsaps College, Jackson, Mississippi

B.A., English, University of Southern Mississippi, Hattiesburg, Mississippi

## **Awards**

KIP "Best of Show" recognition

Public Relations Association of Mississippi and International Association of Business Communicators, multiple state and regional awards for writing, photography and publication excellence

Multiple BellSouth awards for outstanding performance

## **Work Experience**

### **BellSouth Telecommunications**

#### **Public & Employee Communications:**

- Publications
- PR Planning
- Speech writing
- Photography

#### **HR & Training:**

- Training development & delivery
- Web site management
- Data analysis

#### **Sales & Customer Service:**

- New product introduction
- Call center management, including sales and billing support

## **References**

Provided upon request