

**Kristin Blair**

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SKILLS SUMMARY

More than 5 years of experience in Web Based Environments. Outgoing, friendly, comfortable in deadline-driven environments and self-motivated. Well organized, methodical and detail oriented, yet practical and efficient. Develops skills and learns new software applications quickly and thoroughly. Open to new ideas and influences.

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EXPERIENCE

**SPD, Corporation** 06/08-06/09

*Web Administrator/ECOM Manager*

- Monitored daily operation and administration of [www.prosalonshop-aafes.com](http://www.prosalonshop-aafes.com), a specialty store operated under Army & Air Force Exchange Service.
- Created, maintained and updated main company website, [www.spdcorp.net](http://www.spdcorp.net).
- Establish standard for content/navigation/graphics as well as gather/edit/proof/evaluate all material for online placement.
- Added new merchandise to website, including product photography, creating original graphics and writing well informed copy/descriptions of each product.
- Played a major role in ECOM inventory. This included order entry, pulling order, checking in new merchandise, designation of locations and quality control.
- Processed orders for larger AAFES shipment to direct AAFES military stores. Coordinated shipment according to given parameters.

**The Cat Connection, Addison** 10/03-05/08

*Web Administrator/Content Manager*

- Monitored daily operation, valuable customer resources and administration of [www.thecatconnection.com](http://www.thecatconnection.com)
- Added new merchandise to eCom site, including product photography, creating original graphics, format and writing well informed copy/descriptions of each product.
- Optimized website for better search engine ranking. SEO experience.
- Maintained an inventory of over 500 different products.
- Managed shipping and receiving of products, including order entry, pulling orders, process new merchandise, inventory control, package and prepare outgoing shipments.

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TECHNICAL

**General**

Customer Service, Product Display, Product Photography (Digital), Windows XP/Vista, MAC OSX, Web Server Management/Content Management

**Programs**

Photoshop, Miva, HTML/XHTML, Dreamweaver, Microsoft Office, StoneEdge, FishBowl, Illustrator

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EDUCATION

**A.A., Associates of Applied Arts - Graphic Design** 2002

*The Art Institute of Dallas, Dallas, TX*

**High School Diploma** 1999

*Walden Preparatory School, Addison, TX*

*3.4 GPA, Graduated with Honors*