

# Annie Alpert: Professional CV

## Functional Skill Set

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### Freelance Computer Consultant

- ♣ Define requirements, layout, code and enhance e-commerce web sites using Monster Commerce, Zen Cart, 3DCart platforms with Adobe Dreamweaver.
- ♣ Optimize web sites for search engine friendliness; Document design points for maintainability; Comply with W3C and Web 2.0 requirements.
- ♣ Design publications including letterhead, business cards, brochures, newsletters and other publications using Microsoft Office 2007 applications including: Publisher, Word, Excel.
- ♣ Create original graphic elements including web templates, banners, logos, buttons, favicons using Adobe Suite CS3 tools including Adobe Photoshop, InDesign, Fireworks, and Illustrator.
- ♣ Maintain spam-free, malware-free, optimized PC systems across various platforms using Norton, AVG, Kapersky, Eusing, Merjin and other diagnostic tools.
- ♣ Maintain multiple PC networks requiring knowledge of all versions of Windows from version 3.1 to Vista, system internals, network architecture, hardware support, inter-relational operability issues and physical networking hardware.

### E-Commerce Merchant

- ♣ Design, code, maintain and enhance multiple e-commerce and informational web sites using Dreamweaver, Microsoft Frontpage, ABEbooks Home Base, Filemaker Pro, and Excel.
- ♣ As an e-commerce merchant: sell books, art, collectibles and ephemera online through eBay, Amazon, Barnes and Noble, Choosebooks, ABEbooks, Alibris. Accepted payment through PayPal, Propay and direct credit card gateway services.
- ♣ Develop useful and educational web content to enhance the public's knowledge of dogs and collecting dog-related memorabilia, and to enhance search engine attractiveness and drive traffic to e-commerce sites.
- ♣ Use Search Engine optimization techniques to attain respectable position on Google, Yahoo and other search engines.

### Freelance Writer

- ♣ Write technical material for biotechnology oncology research company, requiring specialized knowledge of scientific terminology
- ♣ Maintain weblog concentrating on online and software product issues at <http://www.bluedoggydog.typepad.com>
- ♣ Write and research stories for Forbes Newspapers, covering Union County towns including Scotch Plains, Fanwood, Cranford, and Westfield.
- ♣ Write feature stories for various national magazines, including Dog Fancy, Wisconsin, American History Illustrated
- ♣ Write advertorial articles for Morris County Daily Record, featuring automobile, real estate, restaurant and other business advertisers.

## Computer Systems Analyst

- ♣ Manage main-frame computer projects for large corporations including Goldman Sachs, Citibank, Crown Zellerbach, Seaman's Security Fund and Pacific Far East Lines
- ♣ Quality Assurance and system testing for corporate accounting systems
- ♣ Train computer programmers and end-users in structured project management, quality assurance and system testing techniques
- ♣ Design, code and implement financial systems applications using OS/JCL, COBOL, VM, FORTRAN and other mainframe applications.

## Employment History

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1973 - 1983	Computer Systems Programmer / Analyst	Various including: Crown Zellerbach, Seaman's Security Fund, Pacific Far East Line San Francisco, CA
1983 - 1992	Senior Systems Analyst	Various including: Citibank, Goldman Sachs New York, NY
1992- 1997	Freelance writer	Clips available upon request, Cranford, NJ
1997 - 2006	E-commerce online bookseller / Webmaster	Dog Collector Books Cranford, NJ

## Education

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1990 - 1992	Communications Major	Cook College, Rutgers University New Brunswick, NJ
1981 - 1982	Applied Art Major	The Academy of Art, San Francisco, CA
1972 - 1974	Information Science Major	San Francisco State University San Francisco, CA

## References

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References and clips are available upon request, or visit *Annie Alpert's online portfolio* to see design and writing samples at <http://www.bluedoggydog.com>.