chris greufe
WEB DESIGNER + PROGRAMMER

e: info@greufe.com **url:** www.greufe.com **p:** 615.438.4729
location: 70 Forest Lake Drive, Simpsonville, SC 29681

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in a nutshell

Specialize in designing and programming accessible W3C standards-compliant websites using XHTML and CSS.

the tools

Emphasis in: User interface (UI) and website design, accessibility and standards-based programming, content management systems (CMS), search engine optimization (SEO), email campaign management, section 508 accessibility and W3C standards, copywriting

Software: Adobe Photoshop, ImageReady, Acrobat, GoLive; Macromedia Dreamweaver, Flash, Fireworks; MS Office Suite; QuarkXpress; Macintosh and PC compatible.

Programming: HTML / XHTML, DHTML, CSS, JavaScript, PHP, MySQL, XML, ASP, Java, ColdFusion, Perl/CGI

track record

Senior Web Production Coordinator   **July 2006 – present**
WSPA Channel 7 (Media General) | Spartanburg, SC
▪ Responsible for coordinating all production on the website
▪ Manage and edit video for stories and ads
▪ Create landing pages and banner ads for advertising clients
▪ Maintain scheduling of new content through CMS
▪ Organize file and folder structures of website

UI Designer / Web Designer + Developer   **Nov. 2004 – June 2006**
SHOP AT HOME NETWORK (EW Scripps) | Nashville, TN
▪ Responsible for programming site with W3C standard-based programming techniques
▪ Develop and implement user interface (UI) and graphic design guidelines
▪ Write and train web designers on design and programming procedures
▪ Manage content creation by Web team on the launch of HGTV, DIY and Emeril stores
▪ Develop XHTML and Photoshop templates and actions
▪ Create splash/jump pages for cross promotions for sister sites and advertising partners
▪ Responsible for email campaign creation, testing and deployment
▪ Maintain scheduling of new content through CMS
▪ Manage and develop online rebate system
Achievements:
▪ Increased website online sales from 11% to 20% of total company sales
▪ Improved efficiency and consistency in web designs, email campaigns and production
▪ Improved the load time of the website from 6+ seconds to 3 seconds
▪ Increased the conversion rate for the website

Web Designer + Programmer (contract)   **May 2004 – Sept. 2004**
MISSOURI WESTERN STATE UNIVERSITY | St. Joseph, MO
▪ Responsible for the coding, designing and creation of content for department websites
▪ Concept development, idea generation and graphic design for various projects
▪ Manage communications with various departments with web updates and new projects
▪ Add new content, edit and validate content for code accuracy
Achievements:
▪ Created a homegrown CMS allowing University departments to update their own site

Web Designer + Programmer   **July 2002 – Jan. 2004**
ANDERSON INDEPENDENT–MAIL (EW Scripps) | Anderson, SC
▪ Responsible for graphic design, front-end programming, and production of web projects
▪ Maintain scheduling of new content and code accuracy through CMS
▪ Create interactive forms and graphics as needed
▪ Assist with redesign of website and rollout of the Vignette CMS
▪ Interact with other departments on various news and promotional projects
Achievements:
▪ Created an automated process to creating photo galleries
▪ Solved issues in the Vignette CMS and created workarounds

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Webmaster (student worker)   **Oct. 1999 – June 2001**
TRUMAN STATE UNIVERSITY PRESS | Kirksville, MO
▪ Redesign the Press's website making it more customer friendly
▪ Maintain and update the website as needed
▪ Create, edit and optimize book covers and graphic elements for use on the web

schooling **B.A. Communications/Journalism**   **1996 – 2001**
Truman State University, Kirksville, MO

Courses in Macromedia Flash   **2003**
Tri-County Technical College, Pendleton, SC

Courses in C/C++ & Corporate Finance   **2002**
Clemson University, Clemson, SC

clients &
project list
▪ Shop At Home Network	▪ HGTV	▪ Missouri Western State University
▪ Anderson Independent–Mail	▪ DIY	▪ Truman State University
▪ IPTAY	▪ Emeril	
▪ Orange & White	▪ Food Network	

portfolio An online portfolio is available at **www.greufe.com**

recent URLs **www.bookerstudios.com | www.comfortmd.com | www.shopathometv.com |**
www.independentmail.com

references Available upon request.