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TIFFANY LAMOTHE

Graphic Designer, E-commerce and
Web Designer, Editor, Marketing
Photographer, Songwriter

Maiden name: Tiffany Anthony

SKILLS

- Adobe Illustrator
- Product Photography
- Adobe Premier Rush
- Canva
- Press Releases
- Photoshop & Lightroom
- SEO
- Advertising
- Writing/Editing
- Print Publishing
- Mac and PC
- ChatGPT
- Magento eCommerce
- Moderation
- Visual Branding
- Marketing
- FLStudio DAW
- Social Media
- Wordpress & Blogs
- HTML, PHP, CSS, Javascript
- Youtube Studio
- FL Studio DAW
- and MUCH more!

EXPERIENCE

2022-2023

Graphic Designer, News Aggregator, Social Media Marketing

Crosstalk News/TLM Media (remote)

This was volunteer work as their company was just starting up.

- Checking daily worldwide headlines. Creating news posts for various social media (substack, facebook, telegram, twitter, locals, gab, gettr.)
- Building graphics for print, video, memes, emoticons, etc.
- Creating coordinating business cards for staff, as well as matching bottom 1/3 video titles.
- Answering emails and comments from viewers.
- Proof-reading/Editing staff articles before posting.
- Attending Zoom, Slack, and Google Team meetings, and Signal chat.

2005-2010

Retailer of Wedding & Party Supplies, Owner, Webmaster

A Joyful Affair, FavorBonanza, and A Diamond Image (home-based)

- Creating multiple B2C online shops for retail sale of wedding and baby shower products. Developing Magento ecommerce websites with graphic design elements, product photography, descriptions, etc. Offering Wedding Invitation printing, with customized design.
- Establishing relationships with wholesale vendors, and selecting best products to sell.
- Obtaining state resale ID, filing state sales taxes and quarterly income taxes.
- Processing customer orders and payments, tracking shipments. Managing business financials, and accounts payable to wholesalers Net30 or Net60.
- Creating advertising for newspapers, bulletins, magazines, and web sites. Designing brochures to hand out at events.
- Maintaining popular industry blog followed by vendors and consumers, and doing reviews with banners for vendors to show off feature on the blog.
- Attending Trade Shows, and Bridal Conferences.
- Creating ad campaigns for Google, Adwords, Adsense, Microsoft, and other advertising directories. SEO tailored to Google algorithm.

2005–2006

Media Director

JP Communications, LLC. (remote)

Left due to pregnancy complications.

- Reporting directly to Vice President.
- Creation of marketing materials – trade show booth banners, fliers, business cards, t-shirts, and more.
- Creation of CYMK print ads, flyers, and inserts in Adobe Illustrator, for industry publications such as CloseoutNews, WholesaleSource, etc.
- Complete graphic and HTML redesign of toptenwholesale.com, wholesaleu.com, blog.wholesaleu.com, offpricenetwork.com, and wholezilla.com
- Communicating closely with overseas PHP coder to ensure quality web product and on-time delivery.
- Design of client advertising banners and full web sites. Working closely with clients to maintain branding and recognition.
- Moderating online forums and blog, posting relevant blog entries, responding to user comments/questions.
- Researching various wholesale markets for future product growth, finding sales leads, tracking competitors.

2004–2005

Media Director, Marketing & Design

ALDNET Media Group (remote)

Left when company was sold

- Reporting directly to and working closely with the company President.
- Creation of PDF print ads in Adobe Illustrator, for various industry publications (CloseoutNews, WholesaleSource, etc.)
- Complete graphic and HTML redesign of wholesaler directory at wholesale411.com and wholesaleindex.com.
- Custom wholesale client web design, with advertising products to match.
- Moderating online forums and responding to user comments/questions.
- Researching various wholesale markets for future business endeavors, finding sales leads.
- Tracking competitors in order to meet standards of clients, and using SEO to top them in search results.
- Creation of product demos for sales team use at trade shows, as well as vinyl booth banners

2002–2004

Editor-in-Chief, Graphic Designer, Sales, Subscription Mgr, Owner

CarbHealth Magazine (Wappingers Falls, NY)

Sold to another publisher after 18 issues.

- Created a niche print magazine from scratch. Layout of magazine in PageMaker, designing covers, photography, and creating ads in PNG or PDF form. Working closely with local printer to ensure quality standards and deadlines were met.
- Obtained an ISSN for federal publication registration. (ISSN: 1544-497X)
- Securing subscriptions through various online marketing methods. Affiliating with multiple websites and book authors to attract more subscribers. Entering subs into a self-designed Filemaker Pro database. Providing free copies of magazine to libraries in several states, with subscription inserts.
- Finding writers and working with them to ensure editorial excellence and meeting deadlines. Locating and working with Advertisers. Designing advertising rate cards and media kits.

2002–2004

Web Operations Manager

Sumner Communications (Bethel, CT)

- Overseeing daily activities of Technical Support & design staff. Tracking call times, monitoring calls, and ensuring employee completion of various tasks.
- Reporting department productivity to CTO and CEO monthly.
- Redesign of company websites, and implementation of new features for wholesalecentral.com, closeoutcentral.com, and egiftbusiness.com.
- Working closely with off-site ColdFusion programmer and on-site CTO to keep servers running, address outages or errors, and develop new systems as backup.
- Developing and presenting new features and concepts for increasing web revenue - including guidebooks, online help system, new web sites, and more.
- Domain name registration, concept, graphic design, programming, and implementation.
- Training customers on use of company websites and assisting with technical issues.
- Commission-based design of custom wholesale websites for customers - quotes, creation, invoicing, and programming. Strong contact with customers to create cohesive branding.
- Working closely with Sales, Marketing, & Publishing to ensure features meet current market needs. Monitoring responses from sellers on public bulletin board to avoid abuse of system.
- Creating and distributing company press releases on WorldWire PR platform.
- Staging new membership applications to ensure site integrity. Approving or declining inclusion in directory based on specific criteria.
- Monitoring responses from wholesale sellers and retail buyers on public B2B and B2C bulletin boards to avoid abuse of system. Monitoring daily inquiries from over 20,000 buyers.
- Tracking and reporting monthly wholesale membership statistics to management.
- Working closely with Sales team to ensure their clients qualify for the system.
- Helping to secure new customers by creating demos for tradeshow and telephone presentations.
- Designing FileMaker Pro databases for the Technical department to log customer contacts, manage domains, manage banner ad campaigns, etc.
- Maintaining advertising space on websites. Designing, Adding/removing customer banners and monitoring advertising payment. Creating ad graphics from scratch, or from concepts provided by customers.
- Training sales staff to use internal software, and teaching them front-end system that clients were using.
- Assisting Print dept. with graphic design, and physical paste-up.

**See samples of work from Employers, as well as Freelance.
Extensive Design portfolio at TiffanyAnthony.com**

More work experience on next page.

1999–2001

Educational Development, Web Design, Sales Software Help Desk

IBM (East Fishkill, NY)

Would have stayed forever, but layoffs hit.

- BRIO Software Administrator – responsible for setting up 1500+ users and coordinating licensing and security of highly confidential Microelectronics financial information.
- Providing worldwide training/education of sales dept. users of IBM Microelectronics OLAP reporting tool via documentation, online training, live classes, e-Team and Lotus Notes help database development.
- Assisting end-users with technical issues. Providing help desk support via telephone, internet, documentation, and desk-side assistance.
- Frequent travel to various US locations to teach sales and marketing teams how to use tools available to them. Planning air and auto transportation and lodging for myself and attendees.
- Assisting the Sales and Marketing team in creating Brio reports and data integrity analysis. Some QMF/SQL programming and BRIO query development.
- Presenting monthly measurement reports to mgmt. for department activity, web site statistics, training agenda, etc.
- Designed, constructed, and maintained internal IBM Technology Group Information web site, with active server status, links to IBM Microelectronics help desk, online training guides, etc.
- Working closely with System Analysts, Information Developers, and Programmers.
- Knowledge of hardware configurations and platforms necessary to support Microelectronics business applications.
- Extensively testing pre-releases of internal software – working with programmers to ensure smooth rollout of new/updated applications.

1997–1999

Tech Support Team Lead, QA Software Testing, Employee Training

MECA Software (Trumbull, CT)

- Team Lead overseeing 25 support individuals – logging call times, call volume, hours worked, devising schedules, reporting measurements to management.
- Assessing where further training or help was needed. Creating incentive programs for telephone reps to increase efficiency and morale.
- Distributing company meeting minutes to the Technical Support and training depts.
- Training new employees by developing help documentation, Lotus Notes searchable databases, and online tutorials.
- Providing telephone and email technical support for customers of customized banking software for such clients as Bank of America, NationsBank, Royal Bank of Canada, and others.
- Chairperson of the Quintus Task Force (A team organized to evaluate and implement improvements to the call-tracking software.) Duties included: developing new and removing old features, working with other task force members to educate technicians in the use of the system.)
- Quality Control (QA) Specialist Testing builds and beta releases of software. Submitting trouble reports and working closely with software developers to fix known bugs. Creating test schedules and coordinating with other test team members. Implementing solutions for known issues for technical support department to be prepared at full rollout.

1995-
present

Freelance Graphic Designer & Product Photographer

A Total Image - self (Southbury, CT | Wappingers Falls, NY | Beacon, NY)

- Building client websites from start to finish. E-commerce, Blogs, etc. using tools such as Macromedia Fireworks, Adobe Illustrator, Photoshop, Lightroom, Magento, Shopify, Canva,
- Creating client branding for web, print, advertising, etc. Logos, matching web site to advertising materials, etc.
- SEO for google, bing, etc. Using Adwords and Adsense, as well as providing teaching clients how to maintain them.
- HTML, CSS. Javascript, some PHP and CGI implementation
- Graphic Design - logos, brochures, business cards, flyers, print ads, trade show booth banners., magazine inserts, landing pages, and more.
- Domain registration, hosting, and remote server maintenance
- Product photography, and adding those products into online stores, brochures, etc.
- Magento eCommerce, Shopify, Etsy, and Ebay listings.
- Attending tradeshows to attract customers, distributing flyers to local businesses, and sourcing work/clients on E-lance platform

EDUCATION

1992 **High School Diploma**

Pomperaug High School

1992-2001 **Some College**

- 33 credits towards AS in Business Administration, with concentration in Marketing.
- 3 semesters part-time at Dutchess Community College, Poughkeepsie, NY with concentration in Marketing.
- 1 semester at Western CT State University, Danbury CT with concentration in Journalism.
- 2 semesters part-time at Naugatuck Valley Community Technical College in Waterbury, CT with concentration in Visual Arts.

AWARDS & MEMBERSHIPS

- 2006 winner of WeddingWire Bride's Choice Awards in Wedding Favor e-Store category
- President's List in fall 2000 with 3.8 GPA at Dutchess Community College, Poughkeepsie, NY
- 1994 Winner of TJX Corp. "Shrink Reduction Award" for design of mascot, video, and training materials.
- Member of American Political Item Collectors (APIC)
- Former Member of Board of Managers for Montclair Townhouses Condo Association

REFERENCES

PROFESSIONAL

Edward R. Szall
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PROFESSIONAL

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PERSONAL

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