



Joanne M. Capella

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Full-time Experience

Inalign, Inc., Syracuse, New York

Marketing Specialist and Software Analyst (2011-present)

- Implement E-mail marketing campaigns.
- Develop firm's social media strategy.
- Write articles for company website and blog.
- Work with clients to gather requirement specifications for new projects.

Office of Institutional Research & Assessment, Syracuse University, Syracuse, NY

Computer Consultant I (2007-2011)

- Design and implement Web-based forms for assessment and evaluation surveys.
- Build databases for data collection from online surveys and create graphs, charts, and tables based on the collected data for reports and presentations.
- Develop Office 2007 training program for department staff.
- Administer department user accounts in University's Active Directory System.

Inalign, Inc., Syracuse, New York

Graphic Web Designer (2006-2007)

- Design client Web sites for Solvay Glass, Internist Association of CNY, The PRS Group, and Managed Tree event planning software.
- Create user interface graphics for shop floor manufacturing Web-based application and in-house project time tracking application.
- Develop online and print marketing materials for Inalign and its clients.
- Train clients in the use of Sitefinity Web-based content management system.

Hollowick, Inc., Manlius, New York

Graphic Designer (1999-2005)

- Design and oversee production of product catalog, advertisements, price lists and Web site.
- Develop archive of the firm's digital assets.
- Purchase, install and maintain in-house Macintosh computer system.

Syracuse China Company, Syracuse, New York

Product Designer (1984-1999)

- Design custom dinnerware patterns for clients including Red Lobster, Hyatt Hotels, the Chicago White Sox, and Cornell University.
- Develop floor plan and in-store graphics for factory outlet store.

Freelance Experience

Middle Ages Brewing Company, LTD. - Package Designer

Daltons American Decorative Arts - Graphic Designer

The Syracuse Post-Standard, Syracuse, New York - Temporary Advertising Designer

Liturgical Publications, New Berlin, Wisconsin - Illustrator

Education

Syracuse University

MS, Information Systems Management

Syracuse University

BFA, Surface Pattern Design

Pratt Institute

Visual Communications Program



Computer Skills

Adobe Creative Suite
 Microsoft Office Suite
 Microsoft Access 2007
 Microsoft Project 2007
 Microsoft Visio 2007
 SharePoint Designer
 SQL Server
 Sitefinity CMS
 Visual Studio 2011



Programming Languages

HTML: *Expert level*
 CSS: *Expert level*
 ASP: *Intermediate level*
 ASP.NET: *Some working knowledge*
 SQL: *Some working knowledge*
 PL/SQL: *Some working knowledge*



“Joanne has a fantastic eye and creative drive with an unstoppable work ethic!”

--Doug Hill,
 Director of Administrative
 Systems, Le Moyne College,
 managed Joanne at Inalign, Inc.