

# Alyson Gerwe

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**EDUCATION:** UNIVERSITY OF CINCINNATI Cincinnati, Ohio  
*Bachelor of Science - Information Engineering Technology* Received 05/05

- Database Design and Management
- Web Application Development
- Graphic Design
- Web Design
- Object Oriented Programming

**WORK EXPERIENCE:** ALYSON GERWE WEB DESIGN & CONSULTING 05/05 – Present  
*Owner*

Full website life cycle management; Managed project schedule and client relations; Worked with client to develop strategic plan for website; Planned site architecture; Designed website graphics, logos, online ads; Developed websites (PHP, Javascript, HTML, XHTML, XML, CSS, Coldfusion, ASP); Architected, developed, and integrated databases (MySQL, Access); Integrated third party applications, widgets, and open source software (Google Calendar, SitePal, Photobucket, RSS feeds, VerticalResponse); Integrated with Content Management Systems (Joomla, OmniUpdate); Search engine optimization and submission.

GENERAL ELECTRIC AIRCRAFT ENGINES Cincinnati, Ohio  
*Information Management Leadership Program Co-op* 07/04 – 9/04

Managed intranet application development projects; Implemented security measures for Oracle based customer/employee communication intranet site using JAVA, HTML, XML; Created SQL reports.

*Information Management Leadership Program Co-op* 01/04 – 3/04

Designed internal web page using HTML; Maintained external and internal marketing department web pages using HTML; Re-designed internal department website; Analyzed IT environment and proposed changes to increase efficiency; Managed six-person cross-functional team.

CENTER FOR IT AND COMMUNITY DEVELOPMENT (CITCD) Cincinnati, Ohio  
*IT Student Works department* 01/03 – 12/03

Designed and developed interactive marketing application using Flash MX; Managed CD production and packaging for interactive marketing application; Designed and developed website for United Cerebral Palsy of Greater Cincinnati and for CITCD; Designed graphics for web and print.

**LEADERSHIP EXPERIENCE:** KIWANIS CLUB OF CINCINNATI Cincinnati, Ohio  
*Marketing and PR Coordinator* 08/07-present

Created promotional materials; Designed, maintained and wrote copy for club website; Created and maintained social networking profiles for recruitment.

*Membership Coordinator* 08/07-present

Organized recruitment events; Developed strategies for membership acquisition and retention; Increased club membership by 157% from 10/07 to 10/08.

UNIVERSITY OF CINCINNATI CIRCLE K CLUB Cincinnati, Ohio *Club*  
*Marketing Director* 04/03 – 03/04

Organized recruitment events; Created promotional materials; Increased club membership by 180%.

*State Conference Planner* 04/02 – 03/03

Organized two-day, conference for 200 attendees; Led and coordinated volunteer staff; Developed and coordinated strategic marketing plan for the event; Created designs for print (posters, t-shirts, brochures).

*Club President* 04/01 – 03/02

Managed nine-person team of officers and chairpersons; Directed club in establishing and pursuing goals; Facilitated consensus building.

**SKILLS:**

▪ ColdFusion	▪ HTML, XHTML	▪ Microsoft IIS	▪ PHPMyAdmin
▪ CSS	▪ Illustrator	▪ Microsoft SQL Server	▪ Sonic Foundry Acid Pro
▪ Dreamweaver	▪ ImageReady	▪ Microsoft WEFT	▪ Third-party Integration
▪ Flash, Actionscript	▪ Javascript	▪ MySQL	▪ Visual Studio .NET
▪ Freehand	▪ Microsoft Access	▪ PHP	▪ XML