

JUDITH AILEEN CARD

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QUALIFICATIONS PROFILE

Distinctly accomplished professional with vast expertise in creative design strategies and online content production. Equipped with a strong history of repeated successes in supporting various industries through unique and effective branding and market engagement solutions. Technically sophisticated with a proven ability to increase process efficiency. Highly proficient in real estate and property management. Innovative leader with a collaborative attitude. Focused and organized with an out-of-the box approach to overcoming challenges. **Areas of expertise include:**

- Web Design and Reconstruction
- Web Content Development
- SEO and Database Management
- Social Media Marketing
- Video Production and Editing
- Contract Revision
- Electronic Process Solutions
- Unique Graphic Design
- Image Retouching and Enhancement
- Logo Development
- Digital Photography
- Brochures and Newsletters
- Strategic Leadership
- Project Planning and Execution
- Cross-functional Collaboration
- Home Staging
- Investment Properties
- New Home Sales

PROFESSIONAL EXPERIENCE

Pavot Bleu Productions, LLC, Seattle, Washington

Managing Partner, 2012 – Present

Producer and Director at the video production company. Oversee the filming and completion of a feature-length documentary. Collaborate with the Media Department Director of the University of Washington, along with the directors of the nationally recognized Scarecrow Video Collection, on a large-scale video preservation project of iconic and original independent Seattle videos by diligent categorization and online format conversion from VHS. Produce a music library intended for various documentary, television and online soundtrack, in partnership with Seattle music studio JWA Productions.

Key Achievements:

- Attained the **top award** at the **2015 HAP Film Festival** for the film **Save My Place**.
- Awarded an **Honorable Mention** for the original song, **Shining**, from **Billboard Music Song Contest**.
- Managed the Seattle Afro-American a cappella women's music group, **Sankofa**, to local acclaim and throughout the production of their first CD at Jackstraw Studios in Seattle.
- Produced the showcased video featured at the home page of Seattle Public Libraries, entitled **Friends of Seattle Library**.

Horizon House, Seattle, Washington

Web Content Manager, 2012 – 2017

Collaborated with the Jetstream Software developers in applying Agile methodology and Scrum framework to the DNN platform. Maintained the project's digital backlog in Excel. Collected and tracked user stories from residents. Monitored

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the metrics. Participated in cross-departmental initiatives. Performed troubleshooting for dead links and unresponsive online pages. Brought the web landscape to daily standards. Updated event information, calendar activities and personnel profile. Prepared instructions, tutorials and microcopy as needed.

Key Projects:

- **Horizon House Connect** — The new intranet for connecting Horizon House residents believed to be one of the first of its kind (for seniors) in the country. Managed the internal password protected resident website project from conception to launch and continual development and maintenance. Brought the number of independent living resident profiles online from zero to 60% by providing access and education, resulting in improved connectivity among the residents. It includes a Directory, a Calendar and Individual Profiles editable users. Took charge as owner/manager for the successful venture — UX Writing; designing and aligning the sign-in and forgot/change password pathways; and drafting the microcopy and choosing the profile fields.
- **Electronic Process Migration** — Lowered the amount of in-house paper systems by almost 30% by moving them online. It saved the company thousands of dollars and reduced relevant staff hours by 25%.
- **Inter-departmental Projects** — Collaborated with Dining Department to provide online reservations to residents and to keep updated menus online. Worked persistently with Marketing, IT and Resident Services to complete a one-sheet which provided all website and Wi-Fi passwords with sign-in instructions to residents at move-in.
- **Philanthropy Fundraiser** — Supported the Philanthropy Department's fundraising efforts through pamphlet design, database management, editing the official print publication and campaign letters, and performing accounting tasks. Part of the 4-person team that consistently raised well over \$300,000 per year for Horizon House operations and resident assistance funds and, with board of director support, grew the endowment by more than 10 million dollars over a 4-year-period.

Northwest Center for Creative Aging, Seattle, Washington

Web Content Manager, 2011 – 2014

Designed and developed online content — logos; graphic presentations; photography, audio and video manipulations. Maintained social media efforts to engage clients. Improved company branding. Managed digital assets, including media, databases, spreadsheets and organizational chart updates. Composed newsletter articles to update readers and foster a community environment.

Key Projects and Achievements:

- **Brand Development Design** — Created the style sheet and logo to represent the company brand more effectively.
- **Website Reconstruction** — Rebuilt the company website into a powerful tool that communicates and engages clients, both existing and future. Successfully increased the organization's email contacts by more than 500% and paid membership donations by more than 70%.
- Recognized by Management as ***Dependable Catalyst for Innovation and Seeking Solutions.***

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ADDITIONAL EXPERIENCE:

Web Designer/Business Plan Developer, Independent Projects, Seattle, WA

Key Achievements:

- Wrote the Business Plan for Aerating and Thatching Company that received a commendation from SCORE (Seattle Small Business Association).
- Helped a client to convert 20% of web visits into clients by highlighting courses online.
- Coached a client's Facebook Page to more than 30,000 likes.

Licensed Realtor, Keller Williams Realty, Inc., Bothell, WA

Key Achievements:

- Successfully closed 90% of listings and 100% of accepted offers, including short sales and foreclosures.
- Experienced in all aspects of real estate, including commercial and leasing.

Hospitality Team Member, 13 Coins, Seattle, WA

EDUCATION/TRAINING

Real Estate Continuing Education

Rendering the required hours per year to maintain realtor license.

Licenses and Certification:

Licensed Realtor, Rockwell Institute, Bellevue, Washington, 2006

Certified HTML Developer, W3 Schools online, 2017

Certified Studio Camera Operator, Seattle, Washington, 1995

TECHNICAL PROFICIENCIES

Programming Languages:	HTML, HTML5, CSS, CSS3
Platforms:	DNN, WordPress, Drupal, Linux
Software	Microsoft Office Suite, SharePoint, Adobe Photoshop
Online Tools:	Google Analytics, Constant Contact, Survey Monkey, GitHub, jQuery, CSS Libraries, Wireframes, Audacity