

Webjunkees, Inc.
elizabeth@webjunkees.com
941-284-6588

Summary

SPECIAL AGENTS (what people say about me): Code Name: "E" – Rumored to wear a dark suit and black shades. Meet special agent, Elizabeth Blair, president and founder of Webjunkees. She's leading the new world order of the Web – where a company's success is increasingly measured by clicks of a mouse. A self-made Internet trailblazer, Elizabeth has a robust background in all things Web, including optimization, design, development, marketing – and creative thinking. Her experience dictates that a site is not merely a company's face or signage on the Internet, but a vital business component – impacting the bottom line.

From the desk of "E" (what I say about myself): Website Building - A different approach. – I take a different approach to building websites. Your website is an extension of your company; I look at building your website from the business-side of things and construct around your mission, goals and how your company operates. Most companies don't operate this way. They will build what you tell them to build right down to the letter. We operate more like a partner. When you are successful, I am successful and every website is a reflection of my company as well as yours. For example, instead of charging extra for optimizing your website, or SEO, I make sure to build the site with keywords in mind so you don't have to optimize for the search engines after the site is completed. This generally saves thousands. Many companies charge extra for optimization while if I build your site, optimization is included. I want to be proud of what is put out there and make sure that you will be able to be found once the site goes live. Websites are not an, "if you build it, they will come." A website is like a painting or a living organism. It is never truly completed and is constantly evolving.

Experience

President/CEO at Webjunkees, Inc. January 2008 - Present
The Agency behind the Agency

Webjunkees is for the discerning client who seeks innovation, out-of-the-box thinking – and success, measured in clicks.

Our philosophy? Creating and maintaining an effective Web presence takes more than just being there. Why? A splash today can rapidly turn into a puddle by tomorrow. For short and long-term goal acquisition, you need a Web strategist. An Internet partner. An agency that rolls up its sleeves, digs deep to understand your brand and its offering – then delivers more than ordinary. Because ordinary rarely excels.

Standing out from the crowd requires knowledge, insight, and the creative spark to bring into being something that is more than the sum of its parts. Webjunkees is at the cutting edge of the Web. We're not only ahead of the curve, we create the curve.

Whether you are looking for SEO/SEM, web design and development or strategic marketing, Webjunkees will deliver. Results. On time. On budget. Within brand standards.

We understand what is mission critical; please be advised...

Rule Number One: Form Follows Function.

All Web sites developed by Webjunkees adhere to World Wide Web Consortium (W3C) compliancy standards, ensuring the greatest scope of functionality, including readability by the handicapped and cross-browser compatibility.

From this solid foundation, each site is designed to maximize its Web visibility, keeping the best principles of SEO/SEM in view when tailoring to specific customer needs.

We also analyze your objectives and implement them into our development objectives and strategies. We don't just try and make a site work well; but work well within the parameters of your objectives and strategic goals.

Specialties:

- SEO/SEM
- ColdFusion
- Microsoft SQL Server
- Custom Programming, Planning and Analysis
- Social Media Marketing
- Joomla
- Wordpress
- Marketing Materials (ex. Stationary, Annual Reports, Campaigns, Newsletters)
- Animation
- Vendor Management
- Social Media and Marketing Strategy
- Network Administration
- Database Management
- Digital Marketing and Strategy
- HTML
- XHTML
- Project Management
- JavaScript
- PHP
- MySQL
- Marketing
- XML
- Account Management
- Design and Pre-Press
- Article Writing
- Web Design
- Public Relations
- Systems Architecture

Experience:

President/CEO at Webjunkees, Inc.

January 2008 - Present

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Responsibilities: Programming, SQL, Strategic Planning, Software Architecture, Development, Design, Project Management, Account Management, Server Management and Day-to-Day Operations.

Vice President/CIO at Pulse Business Solutions, LLC

January 2011 - January 2012

Technology and digital information is more important than ever in running a business in Southwest Florida - but for small companies, it's difficult (and expensive) to build, manage, and support your IT in-house. At Pulse Business Solutions, we understand the challenges you face and can help you improve your IT with cost-effective managed IT services. We'll help your company save time and money while giving you excellent service and tech support.

Responsibilities: Programming, SQL, Strategic Planning, Software Architecture, Development, Design, Project Management, Account Management, Server Management and Day-to-Day Operations.

Director of Digital Marketing/Creative Director/ Odatto Marketing Group, LLC

May 2004 - February 2008

Odatto Marketing Group is a full-service advertising, Public Relations (PR) and Internet marketing firm headquartered in Sarasota, Florida whose cornerstones are: Integrity, Attitude, Ideas and Results.

Responsibilities: Creative writing, pre-press, design and layout, custom illustrations, logo design, animation, PR, art direction, story boarding, project management, account management, planning and strategy.

Project Manager/GravityFree, Inc.

May 2003 - May 2004

GravityFree - The Smart Business Web Agency - is a full-service Web agency specializing in everything Web. In 1997, we started making websites, and we are now a full-fledged advertising agency for the Internet, offering consultation, creation and implementation of online digital strategies, which includes; design, architecture, programming, marketing, ongoing analysis and reporting of the clients' online success and refinement of the digital strategy. Headquartered in Sarasota, Florida whose cornerstones are: Integrity, Attitude, Ideas and Results.

Responsibilities: SEO, Account Management, PR, Art Direction, Programming, SQL, Strategic Planning, Software Architecture, Development, Design, Project Management, Account Management, Server Management and Day-to-Day Operations.

Programmer/AT&T/IBM

April 2002 - May 2003

The eLearning Department of AT&T/IBM was responsible for the research, analysis and development of new business software such as accounting and project management systems.

Responsibilities: Custom Programming, Analysis, MSSQL, Strategic Planning, Software Architecture, Development, and Design.

Project Manager/InterServe, Inc.

April 1998 - April 2002

InterServe is your one-stop Internet solution for Sarasota Web Development. Assisting people in establishing an Internet presence by developing and managing websites, specializing in creative web-based services that include: Flash Multimedia, Database Solutions, Web Design, Web Hosting, Web Development, ColdFusion, E-Commerce, and Internet Marketing.

Responsibilities: Programming, SQL, Strategic Planning, Software Architecture, Development, Design, Project Management, Account Management, Server Management and Day-to-Day Operations.

Webmaster/ 4th District American Advertising Federation

June 1998 - June 2010

The Fourth District represents over 2,000 advertising professionals in Florida and the Caribbean participating via 25 local chapters and is the Unifying Voice in Advertising.

The American Advertising Federation's mission is to protect and promote the well-being of advertising. This is accomplished through a grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

Responsibilities: Custom Programming, Analysis, MSSQL, Strategic Planning, Software Architecture, Development, and Design.

Volunteer Work:

Regional ADDY Judge – 2014

ADDY Judge Ocala - 2012

National AdFed Speaker - 1998-Present

Local ADDY Judge - 2009, 2010, 2011

NSAC Committee at AAF 4th District - July 2012 - July 2013

ADDY Chair at ADDY Chair - June 2011 - June 2012

ADDY Co-Chair at AAF - 4th District- June 2010 - June 2011

Boys and Girls Club, Sarasota Chamber of Commerce, The Wellness Center, Dattoli Cancer Center, Manatee Rural Health, Big Brothers, Big Sisters

Education:

Keiser University - Computer Science, Programming, Graphic Design and Web Development, 1994 - 1998

Honors and Awards:

ADDY Awards – Gold and Silver Amy Awards AAF Awards

Recommendations:

"I have worked with Elizabeth on many projects and she has always delivered on time and on or under budget. If she lived closer, I would have her working full-time for me. She is talented and efficient with everything she does. My clients love her."

-- James Ritter, President/CEO, Pulse Business Solutions

"Over the years, I've worked with Elizabeth in a variety of settings for both our professional association, AdFed, and as an associate on client projects. She's a consummate professional who really knows her stuff. But what really sets her apart is her helpful, "can-do" attitude and cheerful outlook. Elizabeth is a pleasure to work with."

-- Peter G. Baxter, Owner, The Business Solution Group

"Elizabeth is a Web Goddess. She makes it possible for me to continue to view everything web oriented as just a little more magic. Magic she can easily perform. I would recommend her in any situation."

-- Perry L. Henry

"Elizabeth is fantastic to work with! She puts so much energy into life and work, going above and beyond to produce quality results. I can rely on her expertise at every step in our projects, ensuring a painless process and happy clients. Elizabeth's understanding of not only the technology but of the marketplace as a whole, coupled with her energy and creativity, ensure that the finished product is not only fully functional but relevant and efficient as well."

-- Jessi Miller, Art Director / Graphic Designer

"Elizabeth has impressed the entire Southwest Florida business community with her acute and innate sense of human nature and how we behave against a cluttered, over communicated world of messages. She and her Odat team never miss a cue; their work is spot-on, clever yet memorable in the most pleasant way - and highly effective. I heartily recommend her to anyone in need of a fresh, bright approach to communicating in a message-cluttered society."

-- Jimmy Dean, Managing Partner and Group Publisher, HARBOR STYLE Magazine and Sun Coast Magazine Group, LLC