



## 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.