

Alex Sender (cont.)

EDUCATION

FAU

2000

Lynn University

1990

Boca Raton, Florida

Certified Internet Webmaster Associate

Boca Raton, Florida

Bachelor of Science, Bus. Admin.

SKILLS

- Strong in CSS, Macromedia/Adobe software suite (esp., Photoshop and Dreamweaver), Microsoft Office, Visual Studio, HTML, Quark, with ASP, java script and some Flash
- Understanding of core marketing/ecommerce principles: ROI, SEO; and work directly with IT
- Excellent understanding of Mac OS and MS Windows & software, hardware and networking
- Proficient in both Mac & PC platforms with digital preparation and pre-press experience
- Creative copy, and technical writing skills, with some Spanish
- Adept in usage of standard and some high-end audio/visual equipment and procedures
- Direct sales, media relations, and customer service experience

REFERENCES available upon request