

Dear Potential Employer,

I am a Certified Internet Webmaster (CIW) who understands the vast array of web design tools and technologies available to create effective, accessible, and user-friendly websites.

My career started in corporate communications and print design, but rapidly evolved into managing, designing, and eventually developing websites. My participation in these projects has been primarily in the areas of project management, concept development, marketing, and hands on design and development.

Starting as editor of a magazine, I learned how to organize vast amounts of information, effective writing and editing techniques, and valuable design methods regarding simplicity and usability. Online, my editorial and communications skills have helped me develop clean design and meaningful content.

Web design requires a multitude of skills rarely found in a single individual. My skills lie in a wide variety of authoring and development tools such as Dreamweaver, Fireworks, Flash, Photoshop, and ImageReady. Although these tools are helpful and efficient, I use them without compromising the frequent need to write code by hand, which is often necessary when addressing browser compatibility issues or working with XHTML and Cascading Style Sheets.

I am currently seeking an opportunity to manage and develop a company's website; ensuring that its online presence, design, and content is consistent and supportive of its offline marketing objectives by providing guidance and direction for the daily and long-term benefits of online communications.

My comprehensive knowledge of web development, my vision for its application in corporate communications, and my experience as a senior manager offer a unique mix of credentials - all summarized in the enclosed résumé.

I would be delighted to discuss my qualifications with you at your convenience. Thank you for your consideration.

Sincerely,

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