

KERI BAS

4402 Walker Street | Houston, TX 77023
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RELEVANT EXPERIENCE

Owner / Artist

Painted Hippo Studio | Houston, TX | 2008 – Present
Redesigned and relaunched brand in 2014 with custom Wordpress theme and portfolio. Designed new logo, custom landing page, business cards, and promotional mailers. Maintain web presence and portfolio of recent work in portraiture, illustration, graphic design.

Twitter Marketer

Visual Arts Alliance | Houston, TX | 2014 – Present
As a volunteer committee member, maintain non-profit organization's Twitter account, increasing presence and interaction. Report on market research and activity to Publicity Chair.

Online Communications Specialist

Rice University | Houston, TX | 2012 – 2014
Managed email campaigns and lists for 9 program areas within the Glasscock School of Continuing Studies. Increased central email subscriber list by 15% in one year. Maintained websites for 3 program areas in the Glasscock School. Coordinated migration of sites through 3 CMS programs over 3 years. Provided web-related support and training to internal staff. Contributed to marketing projects including digital and print advertising, catalog, and radio text.

Web Editor / Marketing Specialist

Rice University | Houston, TX | 2006 – 2012
Maintained 4 websites for the Glasscock School of Continuing Studies, managed marketing email campaigns, compiled analytics from CMS-generated data. Contributed to marketing projects including digital and print advertising, catalog, and radio text. Liaison between university technology teams and Glasscock School staff.

VOLUNTEER ACTIVITIES

Organizer, Houston Science Fiction & Fantasy Writers

Manage meetings, workshops regularly for up to 70 attendees.

Officer & Committee Member, Friends of Fandom

Vice President, Publications; Past ApolloCon Registrar, Programming Second; Current ApolloCon Webmaster

EDUCATION

Vassar College

Bachelor of Arts in Latin

SKILLS

Front-End Skills

HTML5

CSS3

JavaScript

JQuery

Back-End Skills

PHP

Git

Wordpress

Design Skills

Adobe Photoshop, InDesign

Graphic Design

Illustration

Marketing Skills

Email Campaigns

Copywriting

Copyediting

Social Media