

Heléne Rudolph

1601 Bay Street, Unit 501
Taunton, MA 02780
Home Phone: 774-501-1373
Cellular Phone: 781-820-7385
E-mail: helene.rudolph@comcast.net

Highly motivated, self directed professional with experience in website design, code and implementation.

Technical Skills

- ◆ **Programming Languages:** HTML, DHTML, JavaScript, ASP, CSS, CGI, SQL
 - ◆ **Software:** Homesite, Dreamweaver, Flash, Fireworks, Photoshop, Clearcase
 - ◆ **Platforms:** PC, Mac, UNIX, NT
-

Professional History

Fidelity Investments

April 2000 - Present

Fidelity Web Technology Group

Senior Designer

Manage NetBenefits and Plan Sponsor Webstation demo tools utilized for Fidelity Institutional Sales associates and internal training.

- Develop and maintain sales demos that simulate NetBenefits and PSW applications.
- Oversee project queue that monitors updates to NetBenefits and PSW applications to determine what additions and changes must be implemented in a timely fashion.
- Develop tools that assist sales associates to customize a demo application for specific use, greatly improving demo efficiency and reducing demo cost.
- Created and maintain status monitoring application using SQL and ASP
- Provide extremely high quality customer satisfaction to the sales team.
- Assist in maintaining NT and Unix servers
- Act as liaison between business sponsors, sales associates and prototyping team to coordinate demo best practices.
- Documented all demo and related practices and procedures for the developer's forum.

TripleMoon, Inc.

January 1997 – December 2004

President and Webmaster

Internet catalog and networking site catering to the Pagan and metaphysical community.

- Designed and created this 500+ page website including all front end code, back end scripting, images and server setup.
- Created marketing and advertising programs that included web ads, subscription newsletters online contests and free eCards to increase regular site traffic
- Forward thinking in developing an online community atmosphere through the use of message boards, chat rooms, and online classes in the infancy of the concept.
- Managed staff of 10
- Winner of 2003 Coalition of Visionary Retailers for Best Website

Creative Writings

September 1987 – June 1996

Creative Writings was the first home based business in the stationary industry utilizing the InScribe Computerized Calligraphy system. Originally designed for invitation and party stores to address invitations, this business opened up several alternative possibilities with the system.

- Maintained a working relationship with several of Boston's major luxury hotel catering departments providing special event materials such as printed event information and menus.
- Handled a very high end social clientele for all types of entertaining materials including invitations, addressed envelopes, place cards, programs.
- Specialized in designing unique and original custom invitations
- Recipient of over 20 "Best of InScribe" awards for innovation and implementation
- Guest speaker at the National Stationary Show on several occasions on the topic of marketing and bringing out of the box creativity to projects.

Education

Bachelor of Science, Boston University
Ongoing courses in various web applications

References available on request

Laser Skincare Solutions<http://www.laserskincareolutions.com>

Potential clients can discover the broad scope of services and products offered by Laser Skin Care Solutions as well as review an extensive amount of information provided for client information.

Site features: original backgrounds, cgi special offers page features an administrative interface which allows for online maintenance of this portion of the website

Lexi Viens Interior Design<http://www.lexiviens.com>

Interior Designer Lexi Viens uses his website to give future clients a sampling of his stunning contemporary design.

Site features: flash slideshows, images edited in photoshop for best display, javascript for enlarged image display

Kathy McCrohon Dance Center<http://www.kathymccrohondance.com>

Existing students use this as a central information place where they can register for classes, get studio news and even chat among themselves on their own message board. One of the favorite visitor features are the performance photos and slide shows.

Site features: original backgrounds, flash slide show header, cgi message board and calendar with administrative interfaces, news page updateable through a web interface, secure online registration and catalog

Holistic Oasis<http://www.holisticoasis.com>

Nikki Davis illustrates the tranquility and nurturing feelings she brings to her clients on her website. Customizing body work and skin care with a person's astrological profile is effectively introduced so choosing services is simplified.

Site features: original backgrounds, javascript buttons, cgi scripting for mailing list

Acupuncture Plus<http://www.spiritofacupuncture.com>

Laura Levensaler introduces potential patients to acupuncture and Chinese medicine as well as the scope of her services and helps her existing patients stay healthy by posting seasonal information through out the year.

Site features: original background and image work, javascript buttons

Kiss Off Letters<http://www.kissoffletters.com>

This book site not only helps the authors promote their book but also gives interviewers booking information. This site also serves as a springboard for a book sequel by asking for visitor contributions.

Site features: basic html - previous secure online ordering feature has been disabled at the request of the client

Joe Mulligan<http://www.joemulligan.com>

Comedian Joe Mulligan uses his website to showcase his work and provide contact information for booking his services.

Site features: audio visual media

Zack Weinstein<http://www.zackweinstein.org>

Informational site for the Zack Weinstein Foundation

Site features: cgi mailing list sign up, audio visual media, blog, message boards

George Pickett Associates<http://www.georgepickett.com/>

Basic company informational site