

# ***Tara Lea Chu***

1611 Lloyd Lane ▪ Pennsburg, PA 18073

(215) 679-8045

www.webdesignsbytara.com

## **Computer Experience**

PC, MAC, Unix/NT Platforms, Gemini, Adobe Photoshop, Allaire HomeSite, Macromedia Dreamweaver, Adobe ImageReady, Microsoft Office programs.

Professional knowledge of HTML and CSS

## **Employment History**

- RODALE INC*, Emmaus, PA      Producer: Prevention Interactive      1/05 - Present
- Design, implement, and assist in managing *Prevention.com*
  - Design and code various Health, Fitness, Food & Nutrition, Weight Loss, Beauty, Home & Family centers
  - Design, code and implement tracking procedures
  - Design graphics to create a comprehensive feeling within the style guide of the *Prevention* brand
  - Collaborate with senior members of the design group, Art Directors, Managing Editors, Advertising and Marketing Departments, as well as interacting with peers and managing junior designers
  - Assist in technology integration working closely with IT to execute key subscription goals between outside vendors and internal marketing groups. Ensuring timely follow-up of any technical questions
  - Design and implement *Prevention* e-mail broadcasts and newsletters. Manage, and compile editorial, advertising and in-house marketing into comprehensive newsletter format in both HTML and text versions, including testing and release to Accucast department
  - Presented overview of *Prevention's E-Mail Broadcast Growth & Best Practices* at Rodale's Web Producer Summit, Jan 2006
  - Project manage co-branded promotions, sweepstakes, and advertising banners. Work with Marketing to understand needs, design layout and feel of sweepstakes for optimal audience participation and marketing goals
  - Design and HTML while working within time and budgetary restrictions
  - Project scheduling
  - Weekly department reports
- RODALE INC*, Emmaus, PA      Graphic Web Producer: Women's Health Group Online      2/04 - 1/05
- Design, implement, and assist in managing women's health web sites: *Prevention.com*, *OrganicStyle.com*, *OrganicGardening.com*
  - Design, implement, and assist in managing Women's Health group e-mail broadcasts and newsletters
  - Design, implement, and assist in managing co-branded promotions, sweepstakes, and advertising banners
  - Assist in technology integration
  - Project scheduling/Time budget management
- RODALE INC*, Emmaus, PA      Graphic Web Designer      5/02 - 2/04
- Design, implement, and assist in managing Rodale brand web sites, one shot/multi-product web sites, e-commerce books online, e-mail broadcasts, and advertising banners
  - Design, implement, and assist in managing co-branded promotions, sweepstakes, and advertising banners
- ACTIVE DATA EXCHANGE*, Bethlehem, PA      Manager, Graphic Web Services      2/96 - 5/02
- Design, implement, and manage multi-product web sites
  - Assist in technology integration
  - Create and develop advertising materials
  - New staff training, assist in productivity evaluations
  - Department project scheduling/Time budget management

## **Education**

*MILLERSVILLE UNIVERSITY*, Millersville, PA  
Bachelor of Arts: Commercial Art, December 1995

*KEYSTONE JUNIOR COLLEGE*, La Plume, PA  
Associate of Arts: Fine Art, May 1993