

# Russell W. Hutchison

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## Objective

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Self-taught, freelance web developer and designer with a love for creative problem solving and aesthetically pleasing design. I have 12+ years of experience across diverse industries such as web content development, project management, sales, teaching, team building, and am now looking to continue my transition to a career in web design and development.

## Skills & Achievements

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- **Self-taught developer/designer** with a passion and aptitude for learning new technologies
- **9 years** working with and leading highly collaborative communication/marketing teams
- **Development:** HTML, XML, CSS, Bootstrap, JavaScript, React.js, Firebase, GitHub, FTP, Web Hosting, WordPress, CMS
- **Design:** Adobe CS (Photoshop, Illustrator, Premiere Pro), PowerPoint, Word

## Relevant Experience

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### *Freelance Web Development, Marketing, and Graphic Design*

*Fairfax, VA*

**RustyHutchison.com**

**Current**

#### **Web Development**

- Built UnstoppableMission.org, Kingdomcares.org, UCIHaiti.org, and landing page for RustyHutchison.com using HTML, CSS, JQuery, and Bootstrap's responsive framework
  - Designed layout, look, functionality, and site architecture for above sites
- Created supporting content pages for RustyHutchison.com with WordPress
- Critiqued the UX and UI design of Service-Sheets.com's latest web app update
- Maximized UX usability through internal links on developed web pages
- Developed the UX components of TheProspectSource.com using JavaScript, React.js and Firebase using Agile methodology
- Used Repl.it to develop Python program that converts xml data to Python list
- Used Codepen.io to develop app that consumes JSON API using AJAX and JavaScript
- Designing and developing real estate website using CMS and MLS API
- Learned HTML, CSS, Bootstrap, JavaScript, React.js, GitHub, FTP, and Webhosting using open source internet resources and documentation

#### **Marketing**

- Produced and edited content for StringsandBeyond.com product pages using HTML, Google Analytics, SEO best practices, and CMS
- Edited source content and created original content for KingdomCares.org, UnstoppableMission.org, and UCIHaiti.org
- Created marketing content (blog post & email onboarding campaign), strategic marketing plan, and sales support documentation for Service-Sheets.com
- Wrote scripts, created graphical support, recorded audio and video, and edited post-production for content marketing videos for StringsandBeyond.com
- Created informative and persuasive presentations as the featured speaker for a weekend conference, client meetings, and small to large groups
- Acted as spokesperson for StringsandBeyond.com content marketing videos
- Critiquing and performing voiceover for Service-Sheets.com explainer video

## **Graphic Design**

- Created branding and graphic support for StringsandBeyond.com web content videos with Adobe Illustrator and Photoshop
- Edited photos and created graphical support for KindomCares.org and UnstoppableMission.org, UCIHaiti.org,
- Customized code and design (logos and images) for Ottumwa1stChurch.com

## **Youth Director and Community Leader**

**Ames & Ankeny, IA**

### **Cornerstone**

**Feb. 2010 – Jun. 2015**

- Led middle & high school groups of up to 140+ students and 40+ volunteer leaders
- Grew youth group 19% (119 to 142 – Ames) & 900% (4 to 40 students – Ankeny)

### **Communication**

- Crafted and delivered teachings 8-10 times a semester
- Generated and managed communication to volunteers, parents, and participants of middle and high school groups through email, print, and social media
- Strategically planned, composed, and delivered public announcements in-line with strategic vision of leadership for Cornerstone
- Performed voiceover and spokesperson role for several promotional videos

### **Marketing and Event Planning**

- Composed and coordinated video, print, and digital materials for multi-media campaigns promoting events and activities
- Planned and managed event calendar for the middle and high school groups including 2-3 weekend conferences, weekly productions, and summer trip with 60 participants
- Led weekly and semester planning meetings to evaluate, coordinate, and insure stated goals were being met
- Coordinated weekly production logistics including: a/v production team, band, speaker, large group activity, and 40+ volunteers
- Planned, delegated, and executed multifaceted projects/trips on a tight timeline
- Recapped and critiqued events, and recorded suggested improvements
- Composed and managed content for social media outreach efforts

### **Leadership & Team Building**

- Hired, supervised, developed, and fired interns in accordance with needs
- Recruited, interviewed, trained, and supervised 50+ volunteer leaders of small groups

## **Web Content Development**

**Greenville, SC**

### **FreshWaterSystems.com**

**Jan. 2007 – Aug. 2009**

- Developed marketing content for over 700 product pages using CMS, and HTML
- Edited hundreds of images with Adobe Photoshop and uploaded to server using FTP
- Synthesized technical manuals for clear and concise product page content

## **Operations Manager (Indy Racing League, Delta, Sprite)**

**Atlanta, GA**

### **Ignition**

**2003 –2005 (Contract Positions)**

- Coordinated transportation, setup, execution, and recap of events
- Created brand awareness nationwide through hundreds of fan contests and events
- Met with client executives to plan, organize, and execute promotions
- Scheduled, trained, and organized over 600 Delta employee airport volunteers
- Coordinated sampling transportation and logistics for over 300,000 slim cans

## **Education**

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### **University of South Carolina**

**Columbia, SC**

Bachelor of Science in Business Administration

Graduated, May 2000

Major: Marketing

Magna Cum Laude; Phi Beta Kappa Society