<u>EBITENYEFA BARALAYE</u> / WEBADMINISTRATOR

646.301.6311 - web@baralaye.com / www.baralaye.com/web/admin / 323 W 39th St, New York, NY 10018

EDUCATION

Rhode Island School of Design / Providence, RI / BFA *honors - 2006

SKILLS

PLANNING & DEVELOPMENT

I'm an analytical thinker and goal oriented planner experienced in initiating and structuring creative projects of various types, carrying out and assessing research and managing tasks to completion.

TECHNICAL ADMINISTRATION

I am strongly versed in administrative technology also having proficient computer and IT skills gained from my experience as a website programmer. I can build and manage websites as well as marketing campaigns for email and social media. I'm knowledgeable of HTML, CSS and JavaScript, MS Office and the Adobe Suite. I'm also competent with technical physical tasks such as installing exhibitions and display setups.

COORDINATION & COMMUNICATIONS

I'm a leadership-oriented team player who understands how to use strengths to serve and complement the efforts of a group and how to identify and employ the abilities of others to address objectives. I'm an efficient, professional and diplomatic correspondent comfortable with serving as a liaison to the public, vendors, clients and internal team members.

EXPERIENCE

INTERNET TECHNOLOGY & MEDIA

American Express Publishing - New York, NY - 7/2012-Present - Web Developer

At this corporate publisher I assisted a team of developers and managers in producing features for the company's lifestyle brand websites. I was deeply involved in the creation of the community/social platform of foodandwine.com and the mobile website optimization of travelandleisure.com.

Newlio - New York, NY - 11/2011-3/2012 - Frontend Web Developer

At this technology startup I worked closely with a small team of developers and managers in the creation of their product platform and website. Tasks included defining frontend architecture, processing design assets for publishing, ongoing content updates and user experience optimizations.

Barnum Design - New York, NY - 4/2008-10/2011 - Web Developer

At this design and branding studio I worked closely with a small team of designers and directors serving as their lead web developer and ultimately managing a team of developers. Projects included branding, strategy and marketing ideation, website architecting and development.

SALES & CUSTOMER SERVICE

SD&A / New York Philharmonic Orchestra - New York, NY - 1-2/008 - Sales Agent

At this house's teleservices office I marketed concert season subscriptions and promotions to ticket buyers and patrons in the NYC metro area. Tasks involved heavy phone use following-up on leads, data and schedule/appointment management, educating and closing clients on offerings.

DCM / National Symphony Orchestra - Brooklyn, NY - 1/2008 - Sales Agent

At this house's teleservices office I marketed various concert packages to ticket buyers and returning patrons around the Washington D.C area. Tasks involved heavy outbound phone use following-up on leads, account management and educating and closing buyers on subscription choices

Madison Who's Who - Long Island City, NY - 12/2007-1/2008 - Sales Agent

At this publication office I marketed inclusion in to the company's online business network and professional directory. Duties included calling and following up with leads, gathering information from prospective clients, educating them on subscription benefits and closing them on packages.

AFFILIATIONS

Elizabeth Foundation for the Arts - Member

I'm an active visual artist at this foundation that provides accessible studio space and professional resources to its juried members. I've hosted several open studios to the public, studio presentations/discussions to academic groups and informal gatherings and critiques with other artists.

Spark & Echo Arts - Advisory Board Member

At this non-profit arts organization I've helped define the group's vision, mission and goals, curate artist submissions and install exhibitions.

Hope For New York - Volunteer Team Leader

Through this non-profit community organization I help coordinate teams doing volunteer services for residents at a local homeless shelter.