**Russell F. Mutza**

**Personal Marketing plan**

**Self Analysis**

First I would like to start with some of my strengths. Throughout my time as a web designer from my start in high school all the way through the end of my college career I have developed some definite strength in my field. I have become proficient with a multitude of Adobe Creative Suite programs which include but are not limited to; PhotoShop, Illustrator, InDesign, Dreamweaver, Premier, Fireworks, Flash, and After Effects. I have also gotten very good with several languages from HTML, to CSS, to PHP. During my time working with cookskitchenemporium.com I learned a lot about search engine optimization, which is very important for businesses in today’s competitive market. In the past I have worked for the YMCA as a lifeguard and was also in leading positions of the high school computer club, in these positions I learned how to not only follow directions efficiently but also how to take a leadership role and keep everything on track. I am hard working and motivated to keep ahead of trends and new technology to keep my skills current. During my time as a freelance designer I have become very good at listening to what a client would like and using my experience to help them get to the end result they were looking for. I constantly work on different design challenges to help keep in practice with programs and design techniques

A thing I would like to brush up on would be my skills in Javascript, it is a very robust language and I feel that the more I know about it the more intuitive my sites will be. I currently can work in Javascript but there is always more to learn. I am very aware of this shortcoming and am currently doing online tutorials and also reading through Javascript books in order to hone my skills.

I believe that I would be a good addition to any design team because I am very open to any kind or workplace or project and I am just excited to get into the working field where my work can be seen by the whole world. I take great pride in everything I do, whether it is a banner ad, a logo, or a whole website. I will do my best on any project I am given so that it will come out as the best it can when it is finished, there is nothing like seeing a project well done.

One thing I have always worried about in the web design field is that there seems to always be the stipulation of “Must have worked on at least x amount of websites” or “x years of experience”, these conditions always made me nervous because in order to work at one website you would have needed to work at two others, where do you start? This was a real concern until last year when I started to get work just by word of mouth, one website leads to another logo, which leads to a different website. I am still concerned that I may not have “enough” experience for a job I would like to apply for, but everyone has to start somewhere.

**Mission Statement**

I am a creative web and I just want to make the web both beautiful and responsive. I believe that in order for a design for a website to be considered great it needs to not only look good, but also work intuitively and be accessible by the target audience. I am always trying to learn all of the new techniques and technologies that come around, relevance is extremely important in web design and if you fall behind you may just be forgotten.

**Connections**

One thing that I am very good at is speaking with people, I am not shy in any sense of the word and I communicate efficiently, I have a few friends that have already moved into the workplace and they will always be great reference into the professional world. I am also always talking with small business owners about everything from small changes in their website like a logo or just a new theme, to a while new site.

I really enjoy working freelance, but I would really like to get into a big business where I could have more permanent work and also get to work with an actual web design team. I would love to work for a company with a large online presence, but it would also be cool to be able to start a company’s online presence and expand it from there.

**My Future**

After I graduate after the end of this semester I plan on coming back to MATC for the Mobile Web Designer Technical Diploma or the Mobile Web Designer Associates Degree. I also intend on always learning new kinds of web design tip and tricks and keeping up the new technology, this field is constantly changing and it is extremely important to stay ahead of the curve.

**Preparations**

I have a list of things I still need to get done this semester including my portfolio, resume and fixing up some of my content. My resume just needs some polishing it should only take three of four hours to update, I would like to have it done in the next week or two. I have been working really hard on filling in some space with content for my portfolio and I plan on having those all done within this next week. The thing that is going to take me the longest to do is to get my actual portfolio site up and running. I have already gotten the design all settled; now the big thing is going to be getting it to work correctly. I intend on making it a parallax scrolling site with just one long page, this is something I have never done before so it will probably take me two or three weeks to get it looking and working great.