

# gabriel alvarez

WEB DESIGN / HTML / CSS / JQUERY / WORDPRESS  
PRINT / BRANDING / ILLUSTRATION / TYPOGRAPHY  
INTERNET MARKETING / SEO / USABILITY / UI / UX  
PHOTOSHOP / ILLUSTRATOR / INDESIGN / QUARK  
DREAMWEAVER / BBEDIT / ANALYTICAL  
INNOVATIVE / ENGAGING / CREATIVE  
BILINGUAL / PROFESSIONAL / INSPIRED  
[GABRIELPORTFOLIO.COM](http://GABRIELPORTFOLIO.COM)

## < EMPLOYMENT >

December 2012 - Present

### **Assurant Specialty Property**

*Senior UI Front-end Developer*

User interface design, user experience design, and website architecture.

May 2012 - November 2012

### **PaperStreet Web Design**

*Web Graphic Designer*

Servicing the legal market in brand development, web design, website architecture, and front-end web development.

June 2008 - April 2012

### **Internet Services - M-DCPS**

*Senior Web Designer*

Responsible for the development and implementation of all district web sites, including the home page and superintendent's dynamic site, for the fourth largest school system in the nation.

March 2007 - June 2008

### **Marketing Office - M-DCPS**

*Marketing Specialist*

Project managed various district initiatives and special programs including an email marketing campaign: *M-DCPS Briefings*.

## < EDUCATION >

2010

### **Full Sail University**

Master of Science Degree, Internet Marketing

2005

### **University of Florida / New World School of the Arts**

Bachelor of Fine Arts Degree, Graphic Design

## < FREELANCE >

2012

### **Be Careful! The Sharks Will Eat You!**

Website development, web analytics, search engine optimization, and promotional material design for an award winning play.

2011

### **Cake-a-holics**

Branding, business card design, web design, and WordPress content management system integration for a cake baking startup business.

2011

### **Frank Lago for State Representative**

Website development, HTML email campaign, and search engine optimization resulting in top ranking for organic search engine results pages.

2011

### **ProAct Business Development**

Internet Marketing plan development consisting of a brand strategy, situational analysis, search engine optimization, email marketing, affiliate marketing, Internet public relations, and implementation plan.

## < AWARDS >

March 2010

### **Internet Consumer Behavior and Analysis**

Course Director Award at Full Sail University

January 2010

### **Advanced Internet Marketing Strategies**

Course Director Award at Full Sail University

December 2009

### **Business Storytelling and Brand Development**

Course Director Award at Full Sail University