

# LISA POLNITZ

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## INSTRUCTIONAL DESIGNER | WEB DESIGNER/DEVELOPER

Delivering exceptional Instructional Design ▪ Website Design/Development ▪ Content Management  
▪Software Support▪ Analytics expertise

### SUMMARY OF QUALIFICATIONS

- Proven experience in delivering customized web site design and development.
- Carefully analyze user and customer needs to implement content, graphics, performance, and capacity.
- Effectively convert written, graphic, audio, and video components to compatible web formats.
- Demonstrated success in building marketing campaigns across social media platforms.
- Spearhead the creation and development of professional trainings and instructional programs.

### Technical Skills

- **Operating Systems:** Windows, Mac OS X
- **Software:** Adobe Applications, Advance Database System, Crystal Reports, Cybersource, Dreamweaver, Drupal Content Management System, Google Analytics, MS Office Suite, Prezi
- **Programming:** COBOL, CSS, HTML, Java Script

### Areas of Expertise

Web & Graphic Design – Website Management – Database Design & Development –Instructional Design  
Content Management – Website Project Management – Social Media Marketing – Promotions – Social Media  
Presence – Advanced Data Analysis – Google Analytics– Training Simulations

### EDUCATION

**Master of Science, Educational Technology, Keller School of Management - 10/2015**

**Bachelor of Science, Technical Management, DeVry University - 06/2014**

**Associate of Science, Computer Information Systems, Midstate College 12/2005**

**Certificate, Cobol Programming, Illinois Central College 12/1999**

### PROFESSIONAL EXPERIENCE

**NETBUTTERFLY, Peoria, IL, 06/2011 – Present**

**Owner | Executive Director | Instructional Design | Web & Graphic Design/Development (06/2011 – Present)**

Develop, manage, design, implement, and maintain sophisticated and creative websites for private organizations, groups, and individuals. Create platforms for their products and services using the Drupal Content Management System, CSS, HTML, and Microsoft Project. Optimize marketing and advertising to increase customer base utilizing Facebook and Twitter. Implement instructional design and development using Adobe Captivate to create training simulations. Performed routine maintenance and analytics on website using Google Analytics. Successfully build marketing campaigns across social media platforms.

- Designed, enhanced, upgraded and maintained the availability and technical functionality of multiple customer websites through various technological processes.
- Developed manuals for client project instruction using Microsoft Word; delivered relative trainings.
- Designed logo's to build strong brand awareness by using Adobe Photoshop.
- Created training simulations with audio instructions.
- Transformed service applications to 37 on-line webforms; streamlined enrollment process for customers and clients to access on-line and submit to specific Program Coordinators.

**Author | Publisher (04/2013 – Present)**

Author original content, providing valuable information and assistance for a wide audience in support of mental health. Develop and design Mental Health Matters Magazine online using Drupal Content Management System, CSS, and HTML. Create content and provide management for Mental Health Matters Magazine using Microsoft Word. Perform marketing and advertising services via social media. Deliver presentations and perform public speaking to promote mental health awareness.

*Author | Publisher, NETBUTTERFLY Continued:*

- Authored and self-published memoir, "Out of Touch Within Reach", promoting mental health awareness.
- Interview and collaborate with other social service agencies and individuals for content in the magazine.

**Bradley University, Peoria, IL, 01/2004 – Present**

**Administrative Assistant (01/2004 – Present)**

Manage department of the Executive Director, comprised of nine direct reports. Serve as Database Administrator, actively analyzing data, creating queries, and running Crystal Reports. Maintain member record information, process member payments, pledges, and credit cards using Cybersource. Manage budgetary accounts, reconcile general ledger, and prepare and enter journal entries to keep department aligned with budget goals. Transcribe minutes for Peoria Public Radio Associate Board. Administer student employee payroll. Also responsible for Graphic Design and delivery of Print Ads, and graphics for Peoria Public Radio website.

- Developed database administrator expertise for the organization; became go-to SME and "super user."
- Utilized MS Access and Excel to setup databases and for tracking information.
- Created Print Ads to Market Peoria Public Radio in issues of IBI, Art & Society, Peoria Journal Star Heartland Festival Orchestra, , Nova Singers publications.

**Webmaster (01/2004 – 01/2013)**

Managed, developed, designed, and implemented department website creating a platform for news and information using Drupal Content Management System. Trained nine staff members on Drupal Content Management. Developed training manuals for project instruction.

- Mastered Drupal Content Management System and web development functions and tools.
- Performed web analytics and maintenance.
- Successfully met project management and training goals.

## ADDITIONAL EXPERIENCE

**University Support, Bradley University, Peoria IL, 04/2003 – 01/2004**

## PROFESSIONAL DEVELOPMENT

**Drupal Content Management System Training – 04/2010**