

ALISA H. MOODY

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WEB DEVELOPER/CREATIVE DIRECTOR

– AREAS OF EMPHASIS –

- Expert in Adobe Photoshop, Illustrator, InDesign and Dreamweaver.
- Experience in large-scale content coordination
- Ability to design, build, test and maintain
- Ability to articulate with the highest level of clarity
- Develop strong brand building with the use of social media outlets
- Lead, inspire, nurture and direct a design team
- Guide conceptualization of projects
- Strong time-management skills in a deadline driven, collaborative environment
- Ensure the final execution of work meets industry best practices and Web usability standards.
- Studying the trends and staying on the edge

PROFESSIONAL EXPERIENCE

FOUNDER/CREATIVE DIRECTOR - WILD COUNTRY STUDIOS | 2003-2011 www.wildcountrystudios.com

Founder and Creative Director of **Wild Country Studios** bringing over 25 years of experience in graphic design/illustration and 10 years of experience in web site design, programming and marketing. We've worked with a wide variety of clients including international and domestic clients. Our working relationship is one of professionalism with the ability to develop long term, friendly working conditions in which open communication enables high quality results and satisfaction among both parties.

"Alisa has done an excellent job in creating a web site for us. She brings depth and warmth to the site which welcomes visitors to our locality and encourages them to return. Her work is thorough. She and her staff know how to guide their clients through the process of obtaining a polished product." December 15, 2010 Margie Bandy-Douglass, Economic Development & Tourism Coordinator at Tazewell County

"Much of our success at Inn at Riverbend is attributed to the beautiful web sites that Alisa has designed for us since we opened. Each enhancement has shared the beauty of our property with prospective guests." June 23, 2010 | Linda Hayes, Former Owner/Innkeeper of Inn at Riverbend

FOUNDER/WEB DEVELOPER - BLUERIDGEHIGHLANDS.ORG | 2010-2011 www.blueridgehighlands.org

A travel and tourism site designed to inform the destination traveler of the vast array of adventure that awaits them in the Blue Ridge Highlands region of Virginia. Built to provide advertising opportunities for the local tourism related businesses. Marketing our region through multiple media avenues including the buy-down of print ads in *Blue Ridge Outdoors* and *Breathe* Magazines and use of Social Media. We attend events and participate in area activities to provide our readers and viewers a richer experience when we blog and tweet.

We travel the region meeting business owners, tourism and county groups, attend tourism workshops, and invite highly involved and active adventure tourism business owners to participate in round-table discussions and focus groups.

“Alisa has been great to work with in various capacities. She has shown a great interest in identifying and addressing the marketing needs of the tourism industry in the region.” December 16, 2010 | Randall Rose, Development Specialist - Partnership Alliance Marketing, Virginia Tourism Corporation

GRAPHIC AND WEB DESIGNER FOR THE NRA | 2003-2005

Publications Division - assist the various magazines graphic designers in archiving, researching and buying of photography. Working as a collaborative graphic designer for other departments on trade show graphics, logos, brochures, catalogs and web site graphics.

- Interacted daily with editors, designers and department heads as well as worked closely with Information Services Division on successfully redesigning and maintaining the Publication Divisions online presence which included 6 magazine sites, a President’s Column, and Regional Reports.
- Highly commended for 2 overhauls of Publication Divisions web presence, including the creation of custom graphics, design of the user interface as well as editorial archiving and tracking of web trends.
- Designed over 70 e-newsletters per year between 2004-2008 for NRAsore.com promoting online sales and introducing new products.
- Managed production of the NRA Membership Divisions’ 6 print catalogs--including overall design, scheduling of models, color correction of all photos, layout, and departmental proofing.

“Alisa is an exceptional designer; her work always evokes a “this is better than I could have imagined” response to yourself when she presents it to you. She has completed 75 projects for me and each one was on time, on budget, aesthetically rich and technically sound. From design to usability she will always be my first stop for advice.” September 10, 2008 | Mike Piccione, Marketing Manager Membership Division at NATIONAL RIFLE ASSOCIATION

WEB DEVELOPER FOR THE NRA SHOOTING ILLUSTRATED | 2005-2010 www.shootingillustrated.com

- Working as a contractor Wild Country Studios was hired from 2004 -2010 to design, maintain and continuously improve all aspects of the new GunsandHunting.com/ShootingIllustrated.com web site.
- Development of their Forum and Blogs. Answer questions from forum subscribers, help with registration, lost passwords, forum administration, etc.
- Monthly maintenance included posting new stories and videos, polls changed out, new photos loaded into gallery, blog maintenance and monthly updates
- Programming, troubleshooting, database, search engine registration and consult in regard to online marketing and promotion, monitoring statistics and trends, and graphic design.
- Monitoring Statistics and Trends. Generating a monthly report of web trends including advertiser hits, page hits, search engine queries, browser types, keyword searches, demographic data and responses from surveys and registered users.

“Alisa is a creative self starter that delivers superlative work on time and on budget. Her expertise was an essential element in developing an online presence.” October 28, 2010 | Joe H. Graham, Executive Director, Publications at
NATIONAL RIFLE ASSOCIATION

“Alisa, I appreciate the opportunity to have worked with you. I admire the gutsy way you have grown your business and I know you will continue to grow.” October 29, 2010 | Lourdes Kite, Deputy Executive Director, Publications at
NATIONAL RIFLE ASSOCIATION