

# Lucas Walther

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Experienced, highly-dedicated and self-motivated professional versed in design and implementation of small-scale advertising campaigns, especially those tied to internet sites. Extensive experience in web and graphic design as well as a strong customer service background from years of sales experience. Willing to travel for business and flexible with work schedules.

Education                      1998–present                      Towson University                      Towson, MD

- B.A., Mass Communications (Advertising focus), w/ minor in Computer Science, pending 5/2006
- 3.343 current cumulative GPA

Technical Skills                      **Web:** HTML, CSS, JavaScript, MySQL, Java  
**Programming Languages:** Visual Basic, C++, Java  
**Software:** Macromedia Dreamweaver, Adobe Photoshop, Adobe ImageReady, Macromedia Flash, Macromedia Fireworks, MS Office Suite, Adobe Acrobat, Adobe Illustrator, MS Outlook, MS Internet Explorer  
**Operating Systems:** Windows XP Professional, 2000, NT, 9x, 3x  
**Hardware:** motherboards, RAM, NIC, modems, IDE/SCSI drives, printers, other peripherals

## Career Highlights

- Designed/implemented web site for non-profit organization to organize scheduling information, distribute educational materials to members, and solicit donations and contributions
- Designed/implemented several campaigns involving creation of corporate identities, resulting in increased recognition and customer loyalty. Tracked effectiveness by measuring increases in sales/new client acquisition.
- Designed/implemented spreadsheet using MS Excel to track daily sales in dozens of retail locations and generate periodical reports and recaps.
- Created web site gallery for photographs of local musical performances which receives hundreds of unique hits monthly.
- Created front-end in Visual Basic which uses SQL to query a database (MS Access) and generate reports and HTML pages for items in inventory.
- Photography work featured on dozens of web sites and on album covers.

Professional                      2000–present                      eMotion Web Design                      Pylesville, MD  
Experience                      Self-Employed Freelance Web/Graphic Designer, Photographer

- Portfolio available at <http://www.eMotionWebDesign.net>.
- Work with small businesses, musicians and other clients to design internet-based marketing strategies.
- Assist businesses in creating corporate identities and designing advertising campaigns including web sites, brochures, business cards,

print advertisements, CD/DVD packaging, and other materials.

- Use software including Macromedia Dreamweaver, Adobe Photoshop, Microsoft Word/PowerPoint/Excel/Access.
- Photograph live performances of bands as well as portraits, landscapes, and other promotional photography.

2002–present                      Hot Topic                                      White Marsh, MD

Assistant Manager

- Worked in a high-volume retail location.
- Managed a staff of sales representatives including hiring, training, scheduling, and disciplinary action.
- Proposed and implemented more effective methods for tracking sales throughout district.
- Assisted in the creation and implementation of programs to maintain and increase sales volume.

1999–2002                      Best Buy                                      Bel Air, MD

Sales Representative

- Worked as highly successful retail salesperson in computer department.