

**Vivian Matthew King-Yarde**

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**EXPERIENCE**

**Self-Employed** January 2001 - Present Day

*New Media Consultant/Designer/Marketer/Writer*

- Developed web sites and marketing campaigns for various clients in Entertainment, Photography, Fashion & Home Improvement Services.
- Organized blog campaign for Jamhuri Wear, culminating in company brand achieving notoriety within music and fashion industry.
- Former Contributing writer for Black Web 2.0, an Black-focused new media and technology website.
- Founder of Thought Remixer, a blog focus on culture editorials, interviews & reviews in urban music, culture and Internet, Social Media and Tech tutorials (Currently on hiatus)
- Service offered: Internet Marketing design and planning, event flyer design, basic web video production, DVD/web video editing services and social media consulting.

**The Original NY Maids, LLC.** (Formerly NY MAIDS, Inc.) January 2003 - August 2010

*Back Office/Billing/Customer Relations Manager* New York, NY

- Managed recurring billing and charges of over 500 customers.
- Answered customer support questions via email and phone. Handled about 20-30 inquires/day.
- Upgraded customer relationship management from Quickbooks to ServiceCEO CRM.
- Responsible for rebranding development as company transitioned from NY Maids, Inc. to The Original NY Maids, LLC.
- Redeveloped website, optimize for SEO results in NYC, manage and streamline online order processing. Help increased sales by 65% due to online orders and responses to emails.
- Installed and maintained RingCentral phone systems to help improve call quality and control.

**Virgin Islands Daily News** May 1999 - October 1999

*Online Editor* St. Thomas, U.S. Virgin Islands

- Established website for Virgin Islands Daily News.
- Trained employees to create online web advertisements.
- Back-up desktop ad creator.

**The Computer Place** August 1998 - August 1999

*Internet Specialist* St. Thomas, U.S. Virgin Islands

- Maintained several company websites for boating and computing industries.
- Retail operations for customized computer desktops and equipment.
- Representative to Ackley Communications, ISP provider for U.S. Virgin Islands.

**Cobex International** September 1995 - August 1998

*Intern* St. Thomas, U.S. Virgin Islands

- Web development training for USVI.net, St. Thomas - St. John Cable TV and other art & culture sites for Virgin Islanders.

- Responsible for customer support for Internet Service Provider.
- Repair workstations and client computers.

## **EDUCATION**

- **Katharine Gibbs School** New York, NY  
A.A. in Visual Communications: Digital Media 01/02 - 03/03

## **SKILLS**

- HTML/CSS - Adobe Dreamweaver and Hand Coded
- Knowledge of Social Media Tools and Apps for Facebook, Twitter, MySpace
- Wordpress Theme Development & Deployment
- Adobe Photoshop
- Adobe Illustrator and Xara Designer Pro
- UNIX/Linux - General Knowledge
- Javascript/DHTML
- MS Office/OpenOffice.org Suite (Word, Access, Excel and PowerPoint)
- Flash/Swish
- Sony Vegas/Adobe Premiere/Final Cut Pro (Immediate)
- Basic DVD Authoring