

WENDY BOLDING

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Summary of Qualifications

Dedicated and enthusiastic editor and indexer with over 17 years experience in the indexing and editorial field. Eager to join NewsBank, Inc. to offer expertise in reading, analyzing, and extracting information without bias for indexing historical documents.

- Bachelor's of Art Degree in History, Minor in Classics
- Indexed over 50,000 horse related websites at HorseWeb.com and amassed, edited and wrote horse news articles which brought the website to a top position on Google for relevant equine searches.
- Indexed the faq pages to appropriate information throughout the HorseWeb.com website which helped to retain repeat visitors, which averaged over 10M a month.
- Collaborated on indexing the FirstBase Software, Inc. manual which helped the sales growth of the database package.
- Edited the quarterly newsletter for Therapeutic Riding of Tucson which increased the revenue.

Skills

Experience with Adobe Photoshop, Adobe Dreamweaver, Adobe Acrobat, Google Workspace (Google Suite), html, CSS, Adobe FrameMaker, MS Publisher, emacs, vi, Windows, Linux/Unix, MS Word, MS Excel, Quickbooks and Quicken for Home and Office.

Work History

Freelance Graphic/Web Designer - Telford, Pennsylvania 2013 - Present

Designed, created, maintained websites, website layouts and templates with custom edited HTML and CSS code with unique branded looks using Adobe Photoshop and Adobe DreamWeaver. Identified and eliminated html and CSS bugs to improve user experience. Provided fullstack customer service. Developed creative design for marketing packages, including flyers and brochures using Microsoft Publisher.

Indexer, Editor, Designer, Part Owner - *FirstBase Software, Inc/HorseWeb* - Tucson, Arizona 1995 - 2013

Designed, created and maintained website layouts, templates and unique branded looks using HTML and CSS code. Developed and authored guides and faqs for website visitors. Indexed horse related websites for end user browsing information and research. Worked with programmers to enhance design of the indexing function to increase indexing productivity. Edited and compiled articles for publication. Worked with graphic software programs such as Adobe Photoshop, Dreamweaver and Microsoft Publisher in Linux and Windows based environments. Identified and eliminated html and CSS bugs to improve user experience. Developed creative designs for marketing packages, including flyers, brochures and banners. Collaborated on the development and publishing of the FirstBase Software, Inc. RDBMS manual using Adobe FrameMaker, including work on formatting pages and development of the index for end users. Maintained Accounts Receivable/Accounts Payable. Created invoices, maintained accounting and books for the company.

Board Assistant - *Therapeutic Riding of Tucson* - Tucson, Arizona 1995 - 1997

Produced accurate office files, updated spreadsheets and crafted presentations to support executives and boost team efficiency. Managed administrative functions, including complex calendar management with focus on proper allocation of executive availability. Promoted team productivity by keeping supplies organized and well-stocked. Worked with board members to initiate new projects and assist in various processes. Used QuickBooks to produce monthly invoices, reports and other deliverables. Edited Quarterly Newsletter. Managed Annual Giving Drive including printing and preparation for bulk mailing. Maintained Donor list in Fund Master Software, reaching out to donors and prospective donors about the T.R.O.T program. Managed yearly Ride-A-Thon Fundraiser, taking entries, managing awards for rider sponsorships.

Education

Post-Baccalaureate Secondary Teacher Certification (*University of Arizona* - Tucson, Arizona)
Bachelor of Art, Major: History, Minor Classics (*University of Arizona* - Tucson, Arizona)