



Virginia Anne Kohar
Graphic Design, Marketing, and
Web Design/Development

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Education

Robert Morris University, Moon Township, PA

Master of Science in Internet Information Systems, August 2014- May 2016
GPA in Major 3.44

Robert Morris University, Moon Township, PA

Bachelor of Art Dual Concentration in Graphic Design and Web Design, August 2012- May 2016
GPA in Major 3.44

Bradford School, Pittsburgh, PA

Associates in Graphic Design Management, August 2010- December 2011
GPA in Major 3.94

Work Experience

Total 3 years of experience in field.

Marketing Manager, Ohio Valley Industrial Services

December 2016- Present

Responsibilities include developing marketing plan and strategies, graphic design for both web and print media, web design and development, maintaining and updating/writing website content, SEO, designing and writing email blasts, designing trade show displays, maintaining social media accounts, UI/UX, and photography. Also using the program SolidWorks and ExactFlat to help with product design and production.

Client Solutions Specialist, The Guider Group

September 2016- Present

Responsibilities include graphic design, web design, digital marketing, basic administrative assistance, working with customers, SEO, Amazon product management, marketing automation projects (email campaigns), WordPress/Plugin installation, marketing oriented writing/blogging, Google Analytics, and PPC management.

Digital Content Manager, Printing Industries of America

January 2016 – June 2016

Responsibilities included being the administrator of the company's help desk that resolves help tickets from people throughout the company. Mostly website related issues. In charge of content management by regularly creating/adding graphics and copy to the company's 30+ websites that are either built in Drupal, WordPress, or Joomla! CMS. Work doing front-end development with these websites and new ones being created. Also video editing, creating website mock ups, UX design, and user testing (Selenium).

Customer Service Experience

Customer Experience Manager, Michael's Stores

September 2017- Present

Responsibilities include driving customer experience levels in the building by cultivating an atmosphere ("retailtainment") that exceeds the customer's expectations.

Past: Support Specialist

January 2017- September 2017

Responsibilities included counting and auditing money for registers, change drawer, and store deposits. I also do SISO (inventory count), price changes, edit time sheets of store employees, give out report cards to employees, and damage out items.

Past: Seasonal Cashier

November 2016-December 2016

Responsibilities included being a cashier, zoning, go backs, recovery, building aisles, facilities, and helping customers.

Sales Associate, Sheetz

August 2008- December 2015

Responsibilities include managing the cash register, preparing food, helping customers, and cleaning and maintaining the store's facilities. Also providing the best hospitality and customer service to customers with Sheetz's high standards.

Honors and Awards

- Highest Honors at Bradford School
- Dean's List at Robert Morris University Fall 2012- Spring 2016
- Received Franklin Award of Excellence (twice) at Robert Morris University, Spring 2013
- Nominated for Robert Morris University's Woman of Achievement Award, March 2016

Groups and Activities

Board of Directors, AIGA Pittsburgh

February 2016- October 2017

Past: Board Member on Programming Committee, January 2015- January 2016
Responsibilities include event planning, creating the weekly newsletter, being the volunteer coordinator, and outreaching to the design community.

Web Coordinator, Rune Literary Magazine

January 2014- May 2016

Past: Design and Layout Manager, January 2013- April 2013
Responsibilities included the initial website design along with the regular maintenance and updates.

Director of Communications, The Design Network

August 2013- May 2016

Responsibilities included updating social media along with sending regular email blasts promoting different events for group members to attend.

Gallery Club President, Robert Morris University

June 2014- April 2015

Past: Treasurer, January 2014- June 2014

Responsibilities included doing and leading the other group members with what needed done with the gallery which included planning exhibitions, patching walls, painting walls, and hanging pieces for exhibitions, managing and watching the gallery during visiting hours, and maintaining the condition of the gallery between exhibitions.

Ad Manager, The Sentry Magazine

August 2012- December 2012

Responsibilities included designing promotional materials for printed marketing.

Summary of Qualifications and Software

- Adobe Creative Suite CC that includes Photoshop, Illustrator, Dreamweaver, Flash, Acrobat, InDesign, and Premiere.
- Other software and programs including Microsoft Office Suite, Microsoft Visio, Xcode, Eclipse, SQL Server, SolidWorks, and ExactFlat.
- Knowledge of code and site managing including HTML, CSS, WordPress, Drupal, Joomla!, and Google Sites.
- Familiar in knowledge of other code and programming languages including jQuery, Java, JavaScript, PHP, Swift, Bootstrap, and MySQL.
- Familiar in knowledge of object-oriented design and programming.

References

Joel Kaminski

Engineering & Sales Manager at Ohio Valley Industrial Services
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Melissa Buccì

Store Manager at Michael's Stores
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Doris Short

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