SAVANNAH RICKS

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EDUCATION

The Pennsylvania State University, Erie, PA   Graduation: May 2025
Bachelor of Arts, Digital Media, Arts, and Technology   GPA: 3.15
Minor: Writing and Digital Media   Dean's List: Spring 2024

PROFESSIONAL EXPERIENCE

Marketing Intern, Country Fair   May 2025 – Present
- Travel to 19 Country Fair locations and interact with customers while marketing customer loyalty program through anniversary initiative, increasing loyalty gas usage by 1.2% in first month
- Promote Club CITGO while interacting with customers and employees to obtain operational, technical, and employee performance issues to report back to corporate
- Reward Country Fair store employees with hoodies when they meet 30% usage of Club CITGO

Website Project Manager in the WebOps Student Team, Penn State Erie, The Behrend College   June 2024 – August 2024
- Acted as Project Manager and team leader of a group of three students to refurbish outdated and broken websites hosted by Penn State Behrend through weekly Zoom calls while all working remotely
- Identified Digital Media, Arts, and Technology and Patricia Yahn Student Art Show websites to update and optimize speed using wireframes from feedback of users
- Managed project timelines, delegated tasks, troubleshot problems, and assisted teammates with technical issues

Hybrid Digital Mitford Project Research Assistant, Penn State Erie, The Behrend College   January 2023 – October 2023
- Collaborated on ideas and share tasks with Dr. Elisa Beshero-Bondar using GitHub
- Transcribed photos of text to digital, tagged keywords, and designed a webpage
- Utilized multiple coding languages to complete tasks such as XML, XSLT, HTML, and CSS

TECHNICAL SKILLS

Extensible Markup Language(XML), Extensible Stylesheet Language Transformation(XSLT), Hypertext Markup Language(HTML), Cascading Style Sheets(CSS), Scalable Vector Graphics(SVG), Git Terminal, XQuery, JavaScript, 11ty, WordPress, Node Package Manager(NPM), Webflow, Adobe After Effects, Microsoft Office

SENIOR PROJECT

August 2024 – December 2024
- Designed and developed a beginner-friendly crochet website using 11ty, implementing interactive animations and SVG graphics to enhance user engagement
- Integrated JavaScript functionality to create an interactive learning experience, allowing users to visualize and practice crochet stitches through animated tutorials
- Independently built and structured a multi-page educational platform, including a guide on developing more advanced 11ty websites to support future web developers
- Experimented with animation techniques to improve instructional clarity, ensuring a seamless and engaging user experience for beginner crocheters

ACADEMIC PROJECTS

- Acted as Project Manager and team leader of five students as well as Website Designer for the Keystone Digital Humanities 2024 Conference that included event planning logistics for 80 participants
- Partnered with a classmate to design, update, and engage consumers on a glossary page for an insurance company webpage using Web Content Accessibility Guidelines
- Partnered with a classmate to scrap and analyze the entire song script of "Bojack Horseman" show using Python, XQuery, XML, HTML, CSS, SVG and applied programs to illustrate findings on a dedicated website
- Collaborated with three classmates to create a website highlighting key topics using coding languages such as XML, XSLT, HTML, and CSS

WORK EXPERIENCE

Key Holder, Charlotte Russe   October 2022 – April 2024