

Web Content Specialist Web Content Specialist Web Content Specialist - Tormach Watertown, WI

Web and Digital Media Design professional with outstanding technical and creative skills who appreciates the detail oriented nature of this industry. Most recent background includes employment with Tormach as a Web Content Specialist designing and developing of new web pages and web applications as well as performing maintenance and updates for company sites. Authorized to work in the US for any employer

Work Experience

Web Content Specialist Tormach March 2017 to Present

- UX design and page layout for landing pages
- Managed social media sharing for LinkedIn, Twitter, Facebook, and Instagram using Buffer
- Researched customer stories for social media posts
- Added and updated pages and content blocks in Magento
- Managed all content changes on company websites in WordPress and CMS Made Simple
- Added and modified products in the Click Cart Pro and Magento ecommerce systems
- Performed and documented all plugin and theme updates for multiple WordPress sites
- Performed testing on new web applications and integrated systems
- Modified WordPress templates adding custom modifications
- Used PODS for WordPress to create custom post types
- Created digital assets needed for website projects using Adobe Creative Cloud programs
- Used HotJar software for UX, UI testing and customer polling
- Set up of multi-site network for WordPress
- Created web pages and custom post types using in WordPress
- Created email blasts with MailChimp
- Supervised landing page creation in Unbounce
- Set up document management network within WordPress for employee use
- Managed FreshDesk ticketing system to resolve website issues
- Managed new product requests using Asana project management software
- Implemented changes to improve website SEO
- Managed and created new forms in Hubspot
- Created and modified landing pages in Hubspot
- Set up custom workflows in Hubspot for webpage forms
- Added custom JavaScripts to improve functionality

Online Support Manager Discover Mediaworks November 2016 to Present

- Contributed to the creation of support and maintenance agreements for current clients
- Interacted with clients on a daily basis to problem solve website issues
- Performed all other front end development tasks

Front End Web Developer Discover Mediaworks February 2016 to October 2016

- Provided daily maintenance and additions to in-house and client websites
- Produced WordPress template modifications via FTP
- Rendered

content creation for websites Prepared photos and logos for website display Modified HTML and CSS to achieve desired results Completed website hosting transfers Collaborated on work with other developers in GitHub Used CodeKit software for SCSS compression Created email blasts with MailChimp and Constant Contact Used JetPack Publicize for social media integration Experienced with DoubleClick for Publishers for creating click-tracking advertisements Understanding of Google Analytics for creation of client reports Experienced with Limelight, Vimeo, and YouTube for video integration in websites Produced website reports including excellent records of updates and repairs Provided client customer service in response to inquiries, needs and issues Produced slides for websites using Revolution Slider Constructed websites using front end systems: Visual Composer and X-Theme Capacity to integrate Shopify into websites including all aspects of set up Web and Content Intern American Family Insurance National Headquarters May 2015 to February 2016 Updated the claims intranet website using Dreamweaver and Expression Web software Provided support for and resolved user questions and issues on a daily basis Worked within the team dynamic to accomplish tasks and meet deadlines Created various Excel spreadsheets to meet the needs of the department Modified and improved quality of photos for web presence using Adobe Photoshop Created and imported documents to SharePoint sites within the company Turned various word documents into PDF versions for proper web display Used Microsoft Outlook on a daily basis for communication and scheduling Problem solved issues with web site display using Internet Explorer and Firefox browsers Formulated content for bi-weekly Claim Scene Investigation articles DSP Bethesda Lutheran Homes - Watertown, WI 2013 to May 2015 DSP - Direct Support Professional Very reliable and organized including superior record keeping completed for each shift Never missed a shift during term of employment Special Education Paraprofessional Hartland Lakeside School District 1993 to 2013 Developed and distributed lesson plans for up to 10 students on a daily basis Supported students with varying needs including children with severe behavioral disabilities Recorded and maintained data collected for individualized education planning Worked as a liaison between parents and teachers to best meet the students needs Education Associate of Applied

Science in Web & Digital Media Design Waukesha County Technical College - Pewaukee, WI
December 2015 Skills CMS (4 years), content management (4 years), content management system
(4 years), CSS (5 years), ecommerce (3 years), WordPress (4 years), Magento (Less than 1 year)
Links <http://www.linkedin.com/in/beckyzingler> <http://beckyzingler.com> Certifications/Licenses
LunaMetrics - Intermediate Google Analytics and Advanced Google Analytics training Additional
Information Technical Skills Possesses a working knowledge of Bootstrap and Foundation CSS
Frameworks, Drupal, Joomla WordPress, and CMS Made Simple content management systems,
Dreamweaver templates and Expression Web software, as well as HTML5 and CSS3 techniques..
Retains strong experience working with Click Cart Pro and WooCommerce ecommerce systems.
Solid experience using Adobe Creative Cloud: Photoshop, Illustrator, InDesign, XD and Edge
Animate. Experienced with JavaScript and PHP programming.

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