**JENNIFER S. WOLFSON**

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**PERSONAL PROFILE**

From 2008 to 2013, I spent 6 years travelling around the world to experience diverse cultures and develop global awareness. For over a year now, I have been developing my skills in web design and programming by taking Girl Develop It classes, working on personal projects and taking on paid web design work, using HTML5, CSS3, jQuery, WordPress and marketing software. I use my psychology and neuroscience background to apply the principles of UX to understanding web and app development. In addition to my many personal web projects, I have developed a websites for a pair of music studios, a fitness coaching business, and am managing a landscape designer’s website on Cargo Collective. I am currently working on two long-term projects: developing a memorial website for a Disney studios composer and a developing a series of Optin pages for an Internet marketing project.

**TECHNOLOGIES & SKILLS**

HTML5/ CSS3, jQuery, Git/Github, Firebug and Chrome Dev Tools, some Photoshop, JavaScript, and Java; ISTQB Certified Software Tester, and content management systems including: WordPress.com, WordPress.org, Cargo Collective, Finalsite and Wix. Familiarity with marketing software, such as: Get Response, Clickbank, Hypertracker, and JV Zoo Marketplace

**CAREER EXPERIENCE**

**WEB DESIGNER/MARKETING Feb 2014-present**

**Franklyn Marks Memorial Website and Internet Marketing Project: DiabetesCenter1.com, etc.**

I am currently working on a long-term Internet marketing project, developing a series of Optins and email campaigns, for a client in New York. I am also presently assisting the family of Walt Disney Studios composer Franklyn Marks, in organizing material for a memorial website.

**Cargo Collective**

I manage and troubleshoot issues on a landscape designer’s website: <http://cargocollective.com/KateFarquharLandscape>.

**WellSpring Health Integration Partnership**

I developed a customized WordPress website for WellSpring Health Integration Partnership (<http://wellspring.healthcare>), a fitness coaching business. After setting up WordPress with my client’s GoDaddy account and adding in all the basic site content, my customization process included advice on what themes and plugins are the most effective, custom styling of the color and layout, adding in links to social media, incorporating MailChimp and tutorials on how the client could independently manage the site on WordPress.

**Beech Music Studios**

The Beech Music Studios previously had no online presence, but with personalized one-on-one meetings, I was able to outline their specific goals and develop a website that matched their vision. I was involved in every step of the process, from selecting the color palette to hosting setup and creating my own written tutorials, so that they can independently run and edit the website. I have displayed my work at my Github page (see above) and <http://www.beechmusicstudios.com>.

**ADVANCEMENT OFFICE Westtown School December 2013-April 2014 ASSISTANT (VOLUNTEER)**

Westtown School had a major challenge in fundraising-past donors were no longer contributing. I dug into the donor management system, Raiser’s Edge, and realized that many email and postal addresses were either missing or wrong. I scoured all relevant data sources, including the school’s Alumni Portal, and was able to address many of the issues. As a result, we were able to dramatically increase our constituency outreach and, more importantly, significantly boost our capital contributions.

**OFFICE MANAGER October 2008-February 2014**

Exceptional office manager with a passion for customer service and operational efficiency, ensuring a smooth-running office environment. For example, while at ANZ bank, I was recognized for transforming our most frustrated and disappointed bank managers into champions for our company, at a crucial and confusing time, when ANZ was merging with National Bank. After only a few months, I was able to successfully train a new employee as a Branch Enquiries Officer. At Thomson Reuters I implemented a new scheduling system that dramatically reduced the lead-time for critical senior management meetings. At the Manor Dental Practice, I devised a teamwork strategy to stop customers from leaving without paying. Our practice had a problem with patients claiming false benefits on their registration forms, so I introduced a new strategy of checking benefits cards when the patient registered. All of these practices cut the office overhead. And as the only native English speaker in the practice, I was responsible for most of our print marketing. I have also worked in office positions at a solar energy company: Solgen Energy, a guesthouse: Lina Guesthouse and a market research company: Pickersgill Consultancy and Planning.

**EDUCATION and QUALIFICATIONS**

**October 2013** **ISTQB CERTIFIED TESTER** **ISTQB**

This course, run by the International Software Testing Qualifications Board, covered the fundamentals of software testing throughout the life cycle and the different testing techniques.

**September 2013 LEARNING TO PROGRAM WITH JAVA Hands on Technology**

**Transfer, Inc.**

This course included fundamental structured programming and object-oriented techniques, introducing the basics of programming with Java.

**Oct 2007- Sept 2008** **MSc (Hons) in COGNITIVE University of York NEUROSCIENCE**

This one-year honors degree course gave me practical experience in designing behavioral and fMRI experiments, recruiting and scheduling of participants and data collection. In the course of my studies, I gained a solid background in statistics, with data processing using SPSS and Microsoft Excel, and programming with Matlab and FSL. The course focused on how different neuroimaging techniques such as PET, fMRI and MEG have contributed to advances in both Psychology and Neuroscience. I carried out an empirical project, which employed fMRI to analyze memory consolidation during sleep, subsequent to novel word learning.

**Oct 2004- July 2007** **BSc (Hons) in PSYCHOLOGY 2:1 University of York**

I graduated with a 2.1 honors degree from this course, which covered modules in Cognitive Neuroscience, Cognition, Neuroimaging of Vision, Development and Language, etc. At the end of my degree, I carried out an empirical project, which employed MEG to analyze novel word learning.