

Sarah Yoder

Watertown, MA | Phone: (857) 228-5308 | E-Mail: sarahcyoder [at] gmail [dot] com | Website: SarahYoder.com
LinkedIn: [linkedin.com/in/sarahcyoder](https://www.linkedin.com/in/sarahcyoder) | Github: <https://github.com/sarahcyoder>

Web Developer – JavaScript, jQuery, PHP, SQL, HTML, CSS, Git, WordPress, Python

Building on my seven years of experience using HTML/CSS to design web pages and email templates, I have spent the past two years learning full stack web development languages, tools, and frameworks and applying those skills to personal and professional projects. I am now taking the Ruby on Rails Web Development series of courses on Coursera.com while looking for my next opportunity. I am transitioning from a career in communications/digital marketing to web development and am eager to exceed your expectations!

Education

Web Development Certificate Program, UC Davis Extension

Completed December 2017

Five Courses, QPA: 4.0

Bachelor of Arts in Communications/Journalism, Shippensburg University

Completed Spring 2009

Emphasis: Print Media, Minor: Political Science, QPA: 3.9

Relevant Skills

HTML, CSS, JavaScript, jQuery, PHP, SQL, AJAX, git, WordPress, Object Oriented Programming, Photoshop

Professional Experience

Digital Marketing Manager, The Greater Boston Food Bank (GBFB)

June 2015 – Present

- Increase traffic to GBFB.org and other web properties, keeping up with SEO best practices and testing new content across browsers and devices, and using debugging techniques when necessary
 - Improve user experience with new features written in JavaScript and jQuery
 - Analyze Google Analytics data to inform future marketing decisions and direction
- Increase YOY revenue across digital channels (organic web, email, social media). Responsible for HTML/CSS design and continuous updates to maintain current email & web marketing standards.
- Grow GBFB social media impact with continuously evolving content strategies informed by metrics

Community Marketing Manager

OrderUp State College (online food ordering/delivery startup)

August 2014 – May 2015

Marketing Director/ Webmaster/Graphic Artist

Ken Chertow Wrestling

April 2011 – August 2014

- Learned HTML/CSS and database management as webmaster of a custom site built without a CMS

Managing Editor

Shippensburg News-Chronicle

June 2009 – April 2011

- Worked closely with a small editorial team to publish three editions per week; wrote articles, designed each edition, and maintained relationships with local newsmakers