

SARAH ELIZABETH RICKER

WEB DEVELOPER



CONTACT

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REFERENCES

Available upon request




ADDITIONAL SKILLS

Custom WordPress Theme Development
SVG Interactive Animation
Branding Identity & Maintenance
Email Development / Campaigns
Google Analytics, Tag Manager, Adwords

CURRENT PURSUITS

Git (for GitHub + Bitbucket), AngularJS,
Ruby on Rails, Agile Methodologies

LINKS

 www.linkedin.com/sarahericker
 www.facebook.com/saharicker
 www.twitter.com/saharicker

PROFILE

Fueled by a strong interest in technology and design, I develop beautiful websites that are responsive, database-driven and standards-compliant. I am always on the lookout for emerging mass media technologies and inspired by intuitive UX trends.



WORK

2016

PHP / WORDPRESS DEVELOPER

WORKHORSE MARKETING, AUSTIN, TX June 2014 - Present
Develop and maintain over 200+ Client Websites (PHP, HTML, CSS3, JavaScript, jQuery)

2014

DIGITAL MANAGER

OPEN MORTGAGE, AUSTIN, TX April 2013 - March 2014
Designed, produced and customized marketing material and websites for 110 Loan Officers

2013

WEB ASSISTANT

TEXAS SENATE, AUSTIN, TX January 2013 - May 2013
Maintained Senate websites and produced web-casts of Senate committee hearings

EDUCATION

2012

M.S. COMMUNICATION STUDIES

SHIPPENSBURG UNIVERSITY, SHIPPENSBURG, PA
Focus in Electronic Media, 2011-2012

2010

B.A. ENGLISH (WRITING)

LOCK HAVEN UNIVERSITY, LOCK HAVEN, PA
Writing Concentration, 2008-2010

SKILLS & SOFTWARE

HTML 5



PHP



ADOBE PHOTOSHOP (CC)



CSS3



JAVASCRIPT / JQUERY



ADOBE ILLUSTRATOR (CC)



HOBBIES



OUTDOORS



TECHNOLOGY



READING



WRITING



MOVIES



MUSIC

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HOPDODDY

This fast growing restaurant serves 15 locations nationwide and needed a modern site in-line with their brand that could serve up detailed menus - all customized per location. As the lead developer, I custom built this responsive WordPress theme using GeoLocation to serve up the menus closest to the user. The site also utilizes custom user roles to allow the "manager" of each location to update their localized menus and specials on a daily basis.

www.hopdoddy.com

CLASS ADVENTURE

This team of travel specialists needed a site as full of adventure and wonder as the trips they offer their consumers. For this project, I assisted the Director of Development to build custom page templates and unique user-interaction to drive 138% increase in User Sessions, a 94% increase in email driven visits, all while allowing them a 35% decrease in Advertising Spend all with a beautiful, image-rich site that is still accessible on the smallest devices, in the farthest corners of the world.

www.classadventuretravel.com

PURGATORY RESORT

As a major Colorado vacation destination, Purgatory needed a stunning and easy to use site to both inform and attract clientele. The new responsive website featured custom interfaces including lodging reservations, live snow reporting, event registration, and more. As a bonus, after the initial launch, we also created a simple toggle method, that converts the entire feel + messaging of their site in a summer feel in off months, to keep the attraction going all year round, even after the snow melts.

www.purgatoryresort.com



Development: Workhorse Marketing / Design: Greatest Common Factory



Development: Workhorse Marketing / Design: Class Adventure Travel + Workhorse Marketing



Development: Workhorse Marketing / Design: Workhorse Marketing