

Sarah Ricker

Web Developer

sarahelizabethricker@gmail.com

Summary

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.

Current Learning Pursuits:

Git, Angular.JS, Ruby on Rails, Agile Methodologies

Experience

Web Developer at Workhorse Marketing

June 2014 - Present (2 years 3 months)

PHP / WordPress Developer for Workhorse Marketing, a full-service marketing agency that provides strategy, technology and creativity to help clients drive revenue, customer acquisition and retention.

Core Responsibility:

Develop and maintain over 140 responsive WordPress websites based on custom design spec; acting as lead developer for 20+ projects.

Development Skills:

Languages: HTML5, CSS3, PHP, JavaScript, MySQL

Frameworks: Wordpress, jQuery, Bootstrap

Design: Adobe Photoshop, Illustrator, InDesign, Sketch, Blocks

Focus Areas: Custom WordPress theme development, CSS animations, SEO & Accessibility

3rd Party Integrations: Google Map API, Social Media APIs, Salesforce Leads

Recent Projects Include: Ink PR, Class Adventure Travel, Hopdoddy Burger Bar, Purgatory Ski Resort, and 5 Dynamics

Executive Director at FRAMED Magazine

August 2012 - Present (4 years 1 month)

FRAMED is now an international photography magazine dedicated to the exposure of new, innovative and fresh talent in art, architecture, design, fashion and music.

Introduced through our sister publication, PORTAFOLIO, we have been able to reach out to creative communities in over 40 countries within the first weeks of our premier issue launched January 15, 2012, establishing FRAMED as a revolutionary and innovative creative guide for any art, music and design aficionado.

www.framedmag.com

Digital Manager at Open Mortgage, LLC

April 2013 - March 2014 (1 year)

Digital Manager for both b2b and b2c campaigns at a nationwide mortgage company. Responsible for the configuration, operation, maintenance and technical support of 110 individual WordPress sites. Produced original artwork, as well as design specified by the Marketing VP, for approximately 250 digital and print advertising materials each month, including rack cards, brochures, slide presentations, banner ads, email marketing and vBlog intros, all customized for our individual loan officers. Co-presented bi-weekly, two hour training sessions on digital content management and marketing best-practices, as well as daily one-on-one support by telephone and email. Maintained third-party social networking tools, including LinkedIn, Twitter, Facebook, and Google+.

Significant Achievement: Developed new creative workflows utilizing Adobe automation, command line scripts, and tools developed in close collaboration with engineering, that dramatically streamlined a previously manual workflow, resulting in an increased production output of over ten-to-one.

Core Tools: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere), WordPress, Excel, Google Analytics, GoToMeeting/Webinar, and Constant Contact.

Web Assistant at Texas Senate

January 2013 - May 2013 (5 months)

- Assist Web Administrator in daily maintenance of Senate websites;
- Web-cast, cut, and archive Senate sessions, committee hearings, and press conferences;
- Re-design and develop the Texas SenateKids! website.

Executive Director at PORTAFOLIO Magazine

December 2010 - April 2013 (2 years 5 months)

Chicago based semi annual e-magazine/magazine featuring a collection of modern contemporary fashion, art, architecture, design and photography with a consistent fashion forward concept and edge to showcase the diverse, new and promising talent in the creative industry.

PORTAFOLIO Magazine closed its doors in April 2013 so its staff could focus their efforts on the promotion of PORTAFOLIO's sister publication, FRAMED Magazine.

Web Programmer at Attorneys Online, Inc

November 2012 - December 2012 (2 months)

- Migrated Wordpress driven client websites to development servers;
- Updated MySQL databases, adjusted HTML, CSS, PHP elements to maintain continuity of site design throughout migration or to upgrade design to current standards;
- Tested and edited code for cross-browser compatibility on most web and mobile platforms.

Web Graduate Assistant at Shippensburg University

January 2011 - May 2012 (1 year 5 months)

- Maintained existing websites; Produced and edited graphics; Wrote technical training documentations;
- Conducted the migration of hand coded university events page to an interactive calendar model;
- Analyzed existing Social Media presence and recommended course of action;
- Analyzed user experience of live and pre-production student information applications.

www.ship.edu

Student Life Graduate Assistant at Shippensburg University

May 2011 - August 2011 (4 months)

- Planned, implemented and evaluated Summer 2011 and Fall 2011 Orientation Programs;
- Trained and supervised the Summer Orientation Team, consisting of 20 undergraduate student workers;
- Redesigned and copy-edited handbooks, training manuals and publications.

www.ship.edu

Communications Graduate Assistant at Shippensburg University

February 2011 - May 2011 (4 months)

- Drafted, submitted, and tracked publication rate of customized news releases in targeted media;
- Updated text/multimedia content and evaluated strengths/weaknesses on the Honors Program website;
- Designed and edited the Spring 2011 Honors Chronicle Newsletter.

www.ship.edu

Languages

English

(Native or bilingual proficiency)

French

(Professional working proficiency)

Latin

(Elementary proficiency)

Spanish

(Elementary proficiency)

Skills & Expertise

WordPress

Web Design

Web Development

Adobe Creative Suite

jQuery

JavaScript

PHP

HTML 5

CSS

SEO

Ruby on Rails

MySQL

SQL

Bootstrap

HTML5

HTML

Git

Branding & Identity

Photoshop

Social Media Integration

Ektron Content Management System

jQuery Mobile

InDesign

Art Direction

Logo Design

Social Media

Web Content

Creative Direction

Digital Design

Graphic Design

Project Management

Marketing

Advertising

Newsletters

Video Editing

Email Marketing

Publishing

Magazines

Copy Editing

Editing

Publications

Press Releases

Lightroom

Public Relations

Photography
Microsoft Office

Education

Shippensburg University of Pennsylvania

M.S., Communication Studies, 2011 - 2012

Grade: 3.94

Lock Haven University of Pennsylvania

B.A., English (Writing concentration), 2008 - 2010

Grade: 3.2

Activities and Societies: Presenter, 04/2010 "Let Her Voice Be Heard" for the LHU President's Commission on the Status of Women, Lock Haven, PA; Presenter, 04/2010 "Dalmatia 1999" for the LHU Celebration of Scholarship and PA Culture Festival, Lock Haven, PA; Presenter/Artist, 05/2010 "The PostHuman Garden" for Leaving Center Stage: Writing the PostHuman, Lock Haven, PA; Study Abroad, 03/2010 "Exploring the Yucatan Peninsula" for Special Topics in Recreation Management, Quintana Roo, Campeche, and Yucatan Mexico;

Courses

M.S., Communication Studies

Shippensburg University of Pennsylvania

Research Methods

Magazine Design

PR Case Studies

Fundraising and Association Public Relations

Interactive Media Design

Leadership Theory and Practice

Emerging Mass Media Technologies

Communication Theory

Press and Public Affairs

Professional Project in Mass Communications:

Electronic Media

Advanced Communication Problems

Interests

Travel, Music, Photography, Sculpture, Painting, Art Therapy, Humanities, Philosophy, Literature, Crafts, Fashion

Publications

Issue No. 2

PORTAFOLIO Magazine / JHON HDEZ, INC. July 14, 2011

Authors: Sarah Ricker, Jhonnatan Hernandez Bonola

This issue is packed with new and talented photographers, artists, designers, stylists and directors from around the world who have included designers such as Jil Sander, Kris Van Assche, Jean Paul Gaultier, Maison Martin Margiela, Alexander McQueen and many more in their projects with an edge and fresh mentality, appealing to a whole new audience. This issue will also feature a special on the charity efforts for the Sound World, organization created by Cara&Co and presented during Vendôme Luxury in Paris this past March 5th. Not only will we focus in art and fashion, but the upcoming issue will include an exclusive visual update on the new multimillion dollar renovation of one of Chicago's most iconic hotels, Hotel 71, presenting some of the finest work in architecture and hospitality design

Japan Special

PORTAFOLIO Magazine / JHON HDEZ, INC. July 14, 2011

Authors: Sarah Ricker, Jhonnatan Hernandez Bonola

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Issue No. 3 - Pyro

PORTAFOLIO Magazine / JHON HDEZ, INC. November 18, 2011

Authors: Sarah Ricker, Jhonnatan Hernandez Bonola

Packed with amazing talent from all over the world, the Winter 2011 and 1st Year Anniversary Issue presents the work of guest artist Marck as well as Michael Shapcott, Molly Crabapple, Esra Roise and special new artist spotlight on Elena Jasic. Aside from the film noir inspired fashion story, The Family Portrait by Jhonnatan Hernandez-Bonola with fashions from Paris, this issue also features work by Chicago's own Bryan Whitely, London College of Fashion graduates Jude Kendall and Theodore Adolph-Regisford and Russian fashion photographer to Portafolio, Phillip Ndzana.

Issue No. 4 - A Renaissance

PORTAFOLIO Magazine / JHON HDEZ, INC. March 30, 2012

Authors: Sarah Ricker, Jhonnatan Hernandez Bonola

A Renaissance explores a rebirth of old proposals with a contemporary conceptual twist and edge.

Issue No. 5 - Comme Toujours

PORTAFOLIO Magazine / JHON HDEZ, INC. July 11, 2012

Authors: Sarah Ricker, Jhonnatan Hernandez Bonola

Comme Toujours explores life as Always. With a Special Anthology and Interview with David Leslie Anthony. Work by Claire Curran Corbett, Enrico Szucs, Marvin Bartley, Bryan Whitely and Joana Krause.

Special Double Edition

PORTAFOLIO Magazine & FRAMED Magazine / JHON HDEZ, INC. February 27, 2013

Authors: Sarah Ricker, Jhonnatan Hernandez Bonola

This special edition merges our sister magazine PORTAFOLIO and FRAMED together for the very first time to showcase an uprising of new proposals, innovations, and ideas. A special spotlight on West Model Management and works from David Dalhaus, David Leslie Anthony, Michael Del Buono, Tibor Golob, Philippe Ndzana, Jhonnatan, Steven Paul, Tijana Lilic, Katherine Gaines, Karen Evans, Yuji Watanabe, Mara Hernandez, David Soria and Rocio Mena, Nick Thompson, Kristina Walther, Hiroyuki Ishimizu, Kayoua Xiong, Joshua Alexander Haines, Alejandro Cabezut, Nick Wei, B Charles Johns, Cassie Dumas, Chris Rucker, Jesse Fox, Raul Sugiet, Billy Yarbrough, Brian Sassman and many more.

Projects

FRAMED™

January 2014 to Present

Members: Sarah Ricker, Jhonnatan Hernandez Bonola

FRAMED is the first 'gallery publication' dedicated to the exposure of quality intercultural and multidisciplinary creative content. We publish semiannual print editions and bi-monthly digital editions.

Volunteer Experience

Web Designer/Developer at Mental Health Association of the Capitol Region

February 2012 - May 2012

Recreated and modernized the MHACR image by creating a new media kit, focused press releases and radio spots, event planning, grant applications, and redesign of their Wordpress website.

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5 people have recommended Sarah

"Sarah is an extremely well focused and very organized person, not to mention very resourceful and helpful when it comes to her job. Her great eye to spot talent and dedication to the magazine is evident in the way she talks very passionately about the arts. I can definitely back the fact that she is very knowledgeable and very responsible, without her our magazine wouldn't be creating it's special on Art. She is a blessing to have as Associate Director of Art. -JHB"

— **Jhonnatan Hernandez Bonola**, worked directly with Sarah at PORTAFOLIO Magazine

"Sarah was a huge asset working with the Web here at Shippensburg. She was self motivated and was able to accomplish tasks with very basic direction. She was also more than capable of handling the editing and design tasks presented to her."

— **Dustin Sier**, managed Sarah indirectly at Shippensburg University

"Sarah is a tech-savvy, self-taught digital personality. She quickly mastered HTML5, CSS3 and the applications of jQuery and Interactive InDesign in my class. Sarah also is an excellent writer. She is a team player, and contributed significantly to class discussion."

— **Masudul (Mas) Biswas**, taught Sarah at Shippensburg University of Pennsylvania

"Sarah was a creative, innovative student whose insights added much to class discussion and whose work gained admiration from both students and faculty."

— **Marjorie Maddox Hafer**, taught Sarah at Lock Haven University of Pennsylvania

"Sarah was a bright student who contributed an insight almost every day in the classroom. She is a good writer, and she would be a reliable team member."

— **John H. Wilson**, taught Sarah at Lock Haven University of Pennsylvania

[Contact Sarah on LinkedIn](#)