

# SARAH RUTH FINKEL

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## PROFESSIONAL ACHIEVEMENTS

- Capable of navigating technical support to ensure systems remain online.
- 16 years of professional graphic design experience with proficiency in front-end web development.
- Positive, friendly demeanor and solution-oriented when working under pressure.
- Competent in targeting communications for bilingual audiences.

## TECHNICAL SKILLS

<b>Languages</b>	<b>Fluent:</b> HTML5, CSS3 <b>Proficient:</b> MySQL, PHP, JavaScript
<b>Operating Systems</b>	<b>Fluent:</b> Mac OS, Android, Windows: XP <b>Proficient:</b> Vista, iOS, Unix
<b>Software Platforms</b>	<b>Fluent:</b> Bootstrap, Joomla, WordPress, WiX, Squarespace, Bandcamp, Avaza, Dropbox, Constant Contact, Robly, MailChimp, Zoom, Mozilla Firefox, Google Chrome, Hootsuite, Asana, GitHub, Slack <b>Proficient:</b> Angular 2, jQuery
<b>Software Applications</b>	<b>Fluent:</b> Adobe Creative Suite, Microsoft Office, Adobe Acrobat, Dreamweaver, QuarkXPress, FileZilla, eTapestry, PHP Storm, TextWrangler, yEd, Balsamiq Mockups

## EDUCATION

**Deep Dive Coding Bootcamp**, CNM Ingenuity, Inc. 2017  
Albuquerque, NM  
400+ hours of Full Stack LAMP immersion

**Bachelor of Fine Arts**, Syracuse University 2001  
Syracuse, NY  
GPA: 3.5 Honors: Cum Laude

## EXPERIENCE

**Website Development & Marketing**, Soda Fire Media 2016-present  
Albuquerque, NM

- Develop and maintain clients' websites using Squarespace, WordPress, Bandcamp, and WiX.
- Provide graphic design, copyediting and photography services.
- Convene and facilitate calls with integral partners.
- Research funding opportunities and produce budget reports.
- Clients have included: Eileen & the In-Betweens, Littlelobe, Inc. (Firerock Pass the Spark), ABQ BioPark, New Mexico Salsa Congress, and Los Jardines Institute.

**Marketing/Communications Coordinator**, Center for Contemporary Arts Santa Fe 2015-2016  
Santa Fe, NM

- Managed and provided technical support for website using Joomla and eTapestry.
- Collaborated with program directors on marketing priorities.
- Created online and print collateral using Adobe Creative Suite.
- Wrote, edited and designed press releases using Robly and Adobe Acrobat.

**Graphic Designer and Website Management**, Extra Bilingual Newspaper 2005-2007  
Chicago, IL

- Arranged editorial and classified pages using Adobe Creative Suite and QuarkXPress.
- Photographed featured personalities and events.
- Designed display and classified advertisements.
- Compiled weekly print edition articles onto the website.

## COMMUNITY ENGAGEMENT

### **Teaching Assistant, Girl Develop It Albuquerque**

2017

Albuquerque, NM

- Assist instructor with teaching materials Intro to PHP/MySQL.
- Promote course to personal and professional networks.

### **Statewide Marketing Coordinator, American Friends Service Committee**

2015-2016

Albuquerque, NM

- Identified markets for small-scale farms in Española, Albuquerque and Anthony, NM.
- Co-wrote and designed a comprehensive Food Safety manual.
- Built a promotional WordPress website for farmers.

### **ABQ BioVan Teaching Artist, ABQ BioPark**

2014-2015

Albuquerque, NM

- Conducted art activities for groups of 30-60 elementary students.
- Safely handled live animals into portable enclosures and preserved biofacts for moveable exhibit.
- Represented the BioVan at community special events.

### **Food Security Projects Coordinator, La Casa Norte**

2012-2014

Chicago, IL

- Accountable for the Food Initiatives program with a \$100k annual budget.
- Supervised the *Aveggies! A Nutrition Puppet Show* program employing youth confronting homelessness.
- Oversaw staff work schedules and administered performance evaluations.
- Created shared tracking mechanisms with Microsoft Excel measuring targets met.

### **Community Support Specialist/Income Support Services Supervisor, Association House of Chicago**

2007-2012

Chicago, IL

- Facilitated group and individual sessions to foster strengthened independent living skills.
- Curated submissions of participant artwork in the *Everyone Matters* art exhibit.
- Supervised staff and volunteers ensuring the delivery of quality case management services.
- Generated monthly reports with Microsoft Excel and meet program outcomes within budget.
- Organized fundraisers for the food pantry.
- Facilitated regular team meetings and trainings keeping staff current on targeted outcomes.

## INTERESTS

Ceramics, contemporary dance, digital arts, poetry, acting