

# / Richard Fink /

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## / SUMMARY /

Writer / Designer / Developer with more than 10 years of experience in creating and publishing new media content. Strong ability to work both the technical (e.g. database backend) and creative (e.g. outlining and mockup) aspects of digital marketing platforms. Passionate about problem-solving using effective storytelling. Works well in a team environment or independently.

## / SKILLS /

- HTML & CSS
- JavaScript
- jQuery
- Bootstrap
- Node.js
- WordPress
- MailChimp
- Adobe Photoshop / Illustrator / InDesign / Xd / Acrobat
- Google Docs / Slides / Sheets

## / EDUCATION /

ST. JOHN'S COLLEGE  
Annapolis, MD | Aug '12 - Dec '13  
• M.A. Liberal Arts

COVENANT COLLEGE  
Lookout Mt., GA | Jun '01 - May '05  
• B.A. English

ANNE ARUNDEL COMM. COLLEGE  
Arnold, MD | Apr '14 - Dec '14  
• A.A. Visual Design

THE ART INSTITUTE OF PITTSBURGH  
Pittsburgh, PA | Apr '17 - Nov '17  
• Digital Design Diploma

UNIVERSITY OF PENNSYLVANIA  
Philadelphia, PA | Jan '19 - Jul '19  
• Certificate - Full Stack Web Development Bootcamp

## / EXPERIENCE /

### FREELANCE WEB CONTENT WRITER / GRAPHIC DESIGNER / DEVELOPER

richardf.ink, LLC / Hollidaysburg, PA / Jun '16 - Today

For 20+ retainer and single project clients:

- Edit, write, and publish web, blog, email, and social media content (Facebook, YouTube, LinkedIn)
- Create/organize Identity Systems by unifying logos, fonts, and colors within environments established by their mission, core values, vision, goals, etc.
- Craft on-brand messages based on mission and vision to share with audiences on multiple platforms
- Develop and implement traditional marketing (print, radio, TV, direct mail) strategies

### WEB CONTENT WRITER

JMG Systems / Hollidaysburg, PA / Jan '15 - May '16

For 30+ clients from industries ranging from medical and engineering to foodservice and non-profits:

- Crafted SEO-rich web content enabling better attraction to and connection with target audiences
- Developed and implemented web, email, and social media marketing strategies and content
- Researched, designed, and implemented SEO strategies for enhancing web visibility

### 46R PUBLIC AFFAIRS SPECIALIST / BROADCAST JOURNALIST

US Army / US Army Reserve / May '05 - Jul '11

- Wrote and published 30-page unit level broadcast continuity training manual helping to streamline company digital media product creation and distribution
- Produced and disseminated several hours worth broadcast product from Khost, Afghanistan in support of Operation Enduring Freedom reaching an estimated 100M+ viewers
- Created and distributed broadcast products in Iraq and Kuwait in support of Operation Iraqi Freedom
- Performed TV anchor and morning radio host duties in Hessen, Germany for the American Forces Network - Europe (AFN) reaching an estimated daily target audience of 100K+ military personnel and their families, as well as a shadow audience of 1M+ local nationals.

## / PROJECTS /

AWESOME WORD GAME | [github.com/swissfink/Awesome](https://github.com/swissfink/Awesome) | [swissfink.github.io/Awesome/](https://swissfink.github.io/Awesome/)

Role: Co-Designer / Co-Developer ( three person group project)

Interactive English vocabulary building game that engages users with questions and animated gifs.

- Incorporates several APIs and alternative web development tool (i.e. Materialize)
- A multi-person project that was successfully scoped, designed, developed, and launched.
- Tech used: jQuery, JavaScript, HTML, CSS, Materialize, Google Firebase

TRAIN SCHEDULER | [github.com/swissfink/TrainScheduler](https://github.com/swissfink/TrainScheduler) | [swissfink.github.io/TrainScheduler/](https://swissfink.github.io/TrainScheduler/)

Role: Designer / Developer (solo project)

User gets up to date time and projections of a fictional train route.

- Integrates Moment JS with Bootstrap UI components to display real-time time tables.
- Uses Google Firebase database to store and update data provided by a user.
- Tech used: jQuery, JavaScript, HTML, CSS, Bootstrap, Moment JS, Google Firebase

GIPHY API | [github.com/swissfink/GiphyAPI](https://github.com/swissfink/GiphyAPI) | [swissfink.github.io/GiphyAPI/](https://swissfink.github.io/GiphyAPI/)

Role: Designer / Developer (solo project)

Application that neatly organizes and displays Christmas-themed animated gifs.

- Uses multiple parameters of the Giphy API to display gifs based on stored and updated data.
- Provides users with the ability to create their own feature to the application.
- Tech used: jQuery, JavaScript, HTML, CSS, Bootstrap, Giphy API