

Sash

heartsash@gmail.com

West Hollywood, CA

A responsive web designer & front end developer

Skills

Responsive Web Design
Front End Web Development
HTML5
CSS3
Wordpress
UI/UX
Photoshop
Dreamweaver
InDesign
Illustrator

Google Webmaster
Implement JavaScript & jQuery
Encore
Graphic Design
SEO Optimization
Google Analytics
Technical Support
Computer Maintenance
Wireless Networking
Word, Excel & Google docs

Experience

FRONT END WEB DEVELOPMENT

GUESS?, INC. | LOS ANGELES, CA - OCTOBER 2014 - PRESENT

E-commerce functionality, maintenance and UI/UX design

FREELANCE WEB DESIGN & DEVELOPMENT

DARWIN COLLECTIVE | LOS ANGELES, CA - JANUARY 2009 - PRESENT

Website creation, functionality, maintenance, SEO, SEM, and online identity for clients, and brands, including:

besamecosmetics.com
imperialmedia.com
vilonious.com
liquidscience.net
dujourmarketing.com
patrickmattison.com

thesawa.com
robertbrinkmann.com
lanimarchant.com
eatingexperts.net
darwincollective.com

GRAPHIC + WEB DESIGN, WEB DEVELOPMENT & IT MANAGER

IMPERIAL MEDIA SERVICES | LOS ANGELES, CA - FEBRUARY 2013 - JULY 2014

As Tech Manager I worked in the fields of web development, and responsive design including creation of digital menus, DVD & Bluray authoring, formatting for international audiences, and the writing, and updating of code, including HTML, javascript, CSS and E-Commerce integration. I worked one to one with clients, to pinpoint their ideal medium, determine optimal conversion rates, and designate cost per conversion. My role also included social media marketing, and brand analytics, including SEO optimization, SEM campaigns, and online advertising campaigns.

GRAPHIC DESIGNER

HELLMAN PRODUCTIONS | LOS ANGELES, CA - FEBRUARY 2013 - JUNE 2014

As a contractor for Hellman Productions Inc, I was the primary creator of digital content for print media, responsible for the creation, and formatting of files using Adobe Photoshop CC, Illustrator CC & InDesign CC.

TECH SPECIALIST, CUSTOMER SUPPORT, AND E-COMMERCE MANAGER

SG SERVICES | LOS ANGELES, CA - SEPTEMBER 2006 - FEBRUARY 2013

In office, front line Customer Service, Tech Support, Inventory Management, and remote Convention Management, Accounting, and Media Consultant. My role also included review, and analysis of promotional items, including demographic, shopping profiles, online behavioral trends, and web generated insights.

What I can do for your company

- ▶ Diagnose, develop and implement digital strategies for integrated media campaigns
- ▶ Monitor site stats, and social media activity to improve SEO and future messaging
- ▶ Multi-task, while being detail oriented, organized, reliable and analytical
- ▶ Evaluate current IT system, equipment, and staff needs
- ▶ Help develop a plan to streamline, and systematize your current network
- ▶ Learn new technologies quickly and with minimal guidance
- ▶ Troubleshoot technical challenges, and take pride in solving them