

Becky Zingler

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Web Designer/ Developer

Web and Digital Media Design professional with outstanding technical and creative skills who appreciates the detail oriented nature of this industry. Background includes full-time employment with Discover Mediaworks creating and maintaining content and offering customer support for several websites, and most recently full-time employment with Tormach working within their web team on several projects including a large scale website rebuild of the main company website.

Training

LunaMetrics - Intermediate Google Analytics and Advanced Google Analytics training – June 2017
Yoast SEO for WordPress training – June 2017
Adobe XD training – November 2018
WordCamp US conference attendance 2015 – 2018

Education

Waukesha County Technical College, Pewaukee, WI—Graduation: Dec 2015
Associate of Applied Science—Web & Digital Media Design

Coursework

PHP 1 and 2	Digital Animation	Java Script 1 and 2
Image Editing	Integrated Web Design	Content Management Systems
Digital Illustration	Web Design 1 and 2	

Waukesha County Technical College, Pewaukee, WI—Graduation: 1993
Instructional Assistant Degree

Technical Skills

Possesses a working knowledge of Bootstrap and Foundation CSS Frameworks, Drupal, Joomla WordPress ,and CMS Made Simple content management systems, SharePoint, Dreamweaver templates and Expression Web software, as well as HTML5 and CSS3 techniques.. Retains strong experience working with Click Cart Pro and WooCommerce ecommerce systems. Solid experience using Adobe Creative Cloud: Photoshop, Illustrator, InDesign, XD and Edge Animate. Experienced with JavaScript and PHP programming.

Experience

Tormach

Web Content Specialist

Mar 2017 – Present

- Added and modified products in the Click Cart Pro ecommerce system
- UX design and page layout for landing pages on new website
- Managed all content changes on company website
- Performed testing on new web applications and integrated systems
- Modified WordPress templates for additions such as extra menus
- Used PODS for WordPress to create several custom post types

- Performed and documented all plugin and theme updates for multiple WordPress sites
- Created assets needed for website projects using Adobe Creative Cloud
- Used HotJar software for UX, UI testing and customer polling
- Constructed website landing pages in CMS Made Simple with custom html and CSS
- Set up of multi-site network for WordPress
- Created several websites using the WordPress content management system
- Created email blasts with MailChimp
- Supervised landing page creation in Unbounce
- Set up document management network within WordPress for employee use
- Created several specialized forms for employee requests
- Managed FreshDesk ticketing system to resolve website issues
- Managed new product requests using Asana project management software
- Implemented changes to improve website SEO
- Set up custom workflows in Hubspot for webpage forms
- Added custom JavaScripts for items such as custom accordions and HubSpot form inclusion

Discover Mediaworks

Nov 2016 – Mar 2017

Online Support Manager

- Contributed to the creation of support and maintenance agreements for current clients
- Interacted with clients on a daily basis to problem solve website issues
- Performed all other front end development tasks

Discover Mediaworks

Feb 2016 – Oct 2016

Front End Web Developer

- Provided daily maintenance and additions to in-house and client websites
- Produced WordPress template modifications via FTP
- Rendered content creation for websites
- Prepared photos and logos for website display
- Modified HTML and CSS to achieve desired results
- Completed website hosting transfers
- Collaborated on work with other developers in GitHub
- Used CodeKit software for SCSS compression
- Created email blasts with MailChimp and Constant Contact
- Used JetPack Publicize for social media integration
- Experienced with DoubleClick for Publishers for creating click-tracking advertisements
- Understanding of Google Analytics for creation of client reports
- Experienced with Limelight, Vimeo, and YouTube for video integration in websites
- Produced website reports including excellent records of updates and repairs
- Provided client customer service in response to inquiries, needs and issues
- Produced slides for websites using Revolution Slider
- Constructed websites using front end systems: Visual Composer and X-Theme
- Capacity to integrate Shopify into websites including all aspects of set up

American Family Insurance National Headquarters

May 2015– Feb 2016

Web and Content Intern

- Updated the claims intranet website using Dreamweaver and Expression Web software
- Provided support for and resolved user questions and issues on a daily basis

- Worked within the team dynamic to accomplish tasks and meet deadlines
- Created various Excel spreadsheets to meet the needs of the department
- Modified and improved quality of photos for web presence using Adobe Photoshop
- Created and imported documents to SharePoint sites within the company
- Turned various word documents into PDF versions for proper web display
- Used Microsoft Outlook on a daily basis for communication and scheduling
- Problem solved issues with web site display using Internet Explorer and Firefox browsers
- Formulated content for bi-weekly Claim Scene Investigation articles

Non Profit Volunteer Web Development

2015 – Present

- Kettle Moraine Geological Society
- Holy Cross Lutheran Church
- Emmanuel Community United Methodist Church
- Watertown Community Church

adBiddtise

Nov 2015 – Feb 2016

Web Design Intern

- Developed websites for small business clients using the Wix website creation platform
- Updated images and logo for sister company adBid

Waukesha County Technical College Web Design and Development Club

2013 – 2015

- Nominated as club member of the year by club advisors
- Updated and maintained content for the club website
- Developed websites for non-profits as service projects

Bethesda Lutheran Homes

2013 – May 2015

DSP—Direct Support Professional

- Very reliable and organized including superior record keeping completed for each shift
- Never missed a shift during term of employment

Hartland Lakeside School District

1993-2013

Special Education Paraprofessional

- Developed and distributed lesson plans for up to 10 students on a daily basis
- Supported students with varying needs including children with severe behavioral disabilities
- Recorded and maintained data collected for individualized education planning
- Worked as a liaison between parents and teachers to best meet the students needs
- Demonstrated a calm demeanor in stressful situations