



ashley reinhard

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skills & programs

ADOBE CREATIVE SUITE CC

Photoshop, Illustrator, InDesign, Premiere Pro, AfterEffects, Lightroom, Dreamweaver

HTML5, CSS3, PHP, JS, MYSQL

WEB CMS SYSTEMS

WordPress & WooCommerce, Squarespace, Kentico 12 & 13 Xperience

EMAIL CAMPAIGN MANAGEMENT

Campaign Monitor, MailChimp

GOOGLE DOCS, ANALYTICS & SEARCH CONSOLE

FRAMEWORKS

Bootstrap, Foundation

work history

October 2021 to Present

SENIOR FULL STACK WEB DESIGNER *InetSolution* PLYMOUTH, MI

- created wordpress and kentico websites for bank and credit union clients
- provided seo optimization & wcag accessibility compliance for websites
- optimized templates and themes designed by others for ease of client use
- provided personalized client training videos for their websites
- performed requested maintenance and support for client websites

November 2015 to October 2021

WEB DESIGNER/DEVELOPER *Meris, Inc.* BETHLEHEM, PA

- created new, highly customized wordpress websites for clients
- provided seo optimization & security for wordpress websites
- optimized templates and themes designed by others for ease of client use
- provided personalized client training for their websites
- provided hosting recommendations and transfers for performance benefits
- maintained sites with content and performance updates monthly

September 2013 to November 2015

WEB DESIGNER & DIGITAL CONTENT CREATOR *Sorrelli Jewelry* KUTZTOWN, PA

- managed retail & wholesale websites, email campaigns, and digital ads daily
- worked on building a mobile optimized site redesign
- recorded and analyzed web campaign performance
- assisted with photoshoot planning and execution
- retouched product, model, and still life imagery
- organized social media register to win contests
- occasionally designed printed tear sheets and box stuffers
- assisted with print production and large mailings

education

Graduated May 2013

TYLER SCHOOL OF ART BFA graphic and interactive design

Temple University PHILADELPHIA, PA

Summer 2012

TEMPLE UNIVERSITY ROME graphic design collaborative workshop

Temple University ROME, ITALY