

SARAH MORINI

Front End Web Developer

sarahkmorini@gmail.com | 848.702.6299 | www.sarahkmorini.com | Based in Orlando, FL

TECHNICAL SKILLS

Development Skills

- HTML5, CSS3, Javascript/JQuery, responsive design
- PHP & Wordpress theme development
- Google Analytics / Google Tag Manager
- Shopify, Wix, and Squarespace platforms

Design Software

- Proficient in Photoshop
- Knowledge of Sketch
- Knowledge of Illustrator
- Knowledge of Adobe Premiere

EXPERIENCE

Senior Web Developer (June 2021 - present)

Web Developer (May 2014 - June 2020)

SpotCo | New York, NY

- Develop fully responsive HTML5/CSS3 websites for Broadway show clients.
- Create and widgetize Javascript features such as photo galleries, calendar, and cast information that are used on most client websites.
- Build HTML email blasts as needed and create templates for speeding up build process.
- Beginning in 2019, act as main developer contact for Google Analytics/Tag Manager event tracking best practices and issues throughout the agency.
- Developed new agency website in 2015, and again in 2019/2020, and was responsible for all revisions going forward.

Notable Projects:

- Responsible for initial build and launch of *Hamilton* website in 2015, including intricate calendar to help clarify ticket availability to users.
- *David Byrne's American Utopia* website build, featuring video cast member images and "Build A Beat" interactive music page.
- Work on websites for Tony-winning shows such as *Hadestown*, *Kinky Boots*, *The Ferryman*, and others.
- Built website for a pitch in 2019 that was specifically called out by the client as one of the reasons they ultimately hired SpotCo.

Lead Developer

Silverback Strategies | Arlington, VA | December 2020 - June 2021

- Performed ongoing website updates and maintenance for Wordpress and Shopify sites
- Created streamlined plan for syncing staging/production sites using WP Engine
- Developed landing pages for client sites using variety of platforms (Instapage, etc.)
- Developed new company website which launched in February 2021
- Managed small team of freelance developers and ensured on-time project delivery
- Assisted in project management tasks (client communication, formation of timelines and budget estimates, etc.) for client projects

Web Developer

Emerald Expositions (formerly Nielsen) | New York, NY | March 2012 – May 2014

- Developed fully responsive HTML5/CSS3 websites based on Photoshop design mockups.
- Developed Wordpress themes for all client blogs and performed maintenance on sites (plugins, updates, site backups, etc).

Web Developer

LexisNexis Martindale-Hubbell | New Providence, NJ | June 2009 – March 2012

- Developed HTML5/CSS3 websites and converted all sites to functional Wordpress themes
- Made all client requested updates after site launch
- Developed 142 websites in calendar year 2011 – most of any developer on the team.

EDUCATION

Certification in Google Analytics

Google Academy for Ads | December 2021

Certificate in Visual Design

General Assembly | January 2016

B.A. in Interactive Multimedia, Minor in Digital Arts

The College of New Jersey | Graduated May 2008