

SARAH MORINI

FRONT END WEB DEVELOPER

sarahkmorini@gmail.com • 848.702.6299 • www.sarahkmorini.com • Orlando, FL

EDUCATION

B.A. in Interactive Multimedia

The College of New Jersey
2004-2008

SKILLS

Development Skills

- HTML / CSS
- Javascript / jQuery
- Responsive Design
- UX Design
- PHP
- Webflow
- React
- Wordpress theme development
- Google Analytics / Tag Manager
- Squarespace / Wix
- Shopify
- Git

Design Software

- Adobe Photoshop
 - Sketch
 - Figma
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CERTIFICATIONS

Google Analytics Certification

Google Academy for Ads
December 2021

Certificate in Visual Design

General Assembly
January 2016

EXPERIENCE

Developer

Inkling / New York, NY / January 2023 - present

- Develop fully responsive websites based on Figma design files
- Build and maintain client websites using Webflow and make sites CMS enabled when necessary
- Build and maintain client websites in Shopify as needed
- Provide clients with documentation for site maintenance and update tasks such as using Webflow CMS or certain Shopify apps
- Work with producers on providing accurate timeline and budget estimates for projects

Director of Web Development (February 2022 - December 2022)

Senior Web Developer (June 2021 - February 2022)

Web Developer (May 2014 - June 2020)

SpotCo / New York, NY

- Develop fully responsive HTML/CSS websites for Broadway show clients using custom PHP/Bootstrap site template
- Create and widgetize Javascript features such as photo galleries, and ticketing calendar that are used on most client websites
- Act as main contact for Google Analytics/Tag Manager: initial setup for all new websites, creation of event tracking best practices, and data reporting guidance for internal team members
- Build HTML email blasts for outside vendors and deploy internal fan list blasts from within Mailchimp as needed
- As director of web development, handle project management responsibilities for all website projects, including providing accurate timelines and budgets

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 cast member videos and "Build a Beat" interactive music page
- Work on websites for Tony-winning shows such as *Hadestown*, *The Book of Mormon*, *Kinky Boots*, and others
- Built website for a pitch in 2019 that was specifically cited by the client as one of the reasons they ultimately hired SpotCo

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WORK SAMPLES

David Byrne's American Utopia

HTML, CSS, Javascript
2019, 2021

americanutopiabroadway.com

SpotCo Website

HTML, CSS, Javascript
2015 - Present

spotnyc.com

Silverback Strategies Website

Wordpress Theme Development
2021

silverbackstrategies.com

Creative Theory Agency Website

Webflow Development
2023

creativetheory.agency

EXPERIENCE (continued)

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 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.)

Web Developer

Emerald Expositions (formerly Nielsen) / New York, NY / March 2012 - May 2014

- Develop fully responsive HTML/CSS websites based on Photoshop design mockups
- Developed Wordpress themes from scratch for all client blogs
- Performed maintenance on all Wordpress sites (plugin updates, regular site backups, etc)

Web Developer

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

- Developed HTML/CSS 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