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
- React
- Webflow
- Shopify
- Wordpress
- Squarespace / Wix
- Google Analytics / Tag Manager
- Git

Design Software
- Adobe Photoshop
- Sketch
- Figma

CERTIFICATIONS

Google Analytics Certification
Google Skillshop
October 2023

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
- Act as point of contact for various Google Analytics and Google Tag Manager related tasks, including initial install, event tracking set up, and data interpretation
- 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

Google Gemini Demo App
Webflow Development
2024
https://google-gemini.webflow.io/
(Best viewed at 1920x1080)

Creative Theory Agency Website
Webflow Development
2023
creativetheory.agency

Silverback Strategies Website
Wordpress Theme Development
2021
silverbackstrategies.com

David Byrne's American Utopia
HTML, CSS, Javascript
2019, 2021
americanutopiabroadway.com

SpotCo Website
HTML, CSS, Javascript
2015 - Present
spotnyc.com

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 WPEngine
- 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