

## Jessica W. Sanchez

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### EDUCATION

#### Master of Library and Information Science, 2008

Wayne State University, Detroit, Michigan  
Concentration: Information Science

#### Bachelor of Science, 2004

Eastern Michigan University, Ypsilanti, Michigan  
Education, Minor in Mathematics and Science

### EXPERIENCE

#### President and Web Developer, Zoda Design, Flint, MI

2013-present

- Designed and developed engaging and mobile-friendly WordPress websites for Swank Home Assisted Living, Personal Computing Solutions, Mott Park Neighborhood Association, and many more. Features of these websites include theme customization, custom graphics, events calendars, social media integration, etc.
- Each client contract included one hour of training on how to make changes to their websites, as well as integration of Google Analytics and monthly analytics reports.
- Assisted many clients with social media management including Facebook, Twitter, LinkedIn, Google+, Pinterest, YouTube, and Instagram.
- Utilized the Adobe Creative Suite (including Photoshop, Illustrator, Acrobat, and InDesign) to create stunning website designs and graphics.
- Managed all aspects of the business, including bookkeeping, marketing, sales, and customer service.

#### WordPress Web Developer, Click Design Studio, Flint, MI

2013-2014

- Designed and developed WordPress websites for *My City Magazine*, *ist Magazine*, Tropi Tan, Sun is Life Trade School, and Click Design Studio. Features of these websites include theme customization, PayPal integration, events calendars, and social media integration.
- In charge of migration to a new Learning Management System for Sun is Life Trade School. Also supplied technical support to Sun is Life clients needing assistance.
- Solely responsible for all recurring website updates and email blasts.
- Supervised the appropriate use of social media by other employees.

#### Junior Web Developer, Appletree MediaWorks, Fenton, MI

2012

- Managed social media of employer and clients.
- Performed website switch from Joomla to WordPress and quality/error checked.
- Responsible for weekly newsletter and continuous updates to rotating news and video sliders for main client.
- Gained valuable experience in Photoshop, Dreamweaver, MySQL, WordPress, and Joomla.

#### Digital Technology / Reference Librarian, Kettering University, Flint, MI

2009-2012

- Cultivated and implemented digital initiatives for the library, including but not limited to improving the library's website and mobile services platform.
- Supervised migration from hardcopy library reserves to electronic reserves.
- Compiled and assessed statistics on reference services, library visitors, electronic reserves, and website usage.
- Managed the library's social media.

### TECHNICAL SKILLS

*Content Management & Web Authoring:* WordPress, Joomla, Drupal, Adobe products (Dreamweaver & Contribute), Microsoft FrontPage, HTML5, CSS3, PHP, Javascript, MySQL, ColdFusion, SharePoint.

*Social Media, etc.:* Facebook, Twitter, LinkedIn, Google+, Pinterest, Flickr, YouTube, Instagram, HootSuite, Wikis, Blogs, RSS, and virtually anything else I can get my hands on.

*Operating Systems:* Windows, Mac, Linux.

*Software:* Microsoft Office (Word, Excel, PowerPoint, Access, Outlook), Adobe products (Acrobat, Bridge, InDesign, Illustrator, Photoshop, Premiere), Audacity, iMovie, MovieMaker, Articulate Storyline.