

# JENNIFER MEGAN RINGLER

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## EDUCATION

### MA in Music Industry | West Virginia University | 2017

*Coursework specific to the music industry, but including project management, marketing and other practices that can be applied in any business environment.*

### BA in Graphic Design | West Liberty University | 2009

## CAREER HISTORY

### SPROUTS FARMERS MARKET HQ | PHOENIX, AZ

Web Design Specialist | 2021-Present    Digital Design Specialist | 2018-2021

- Works across multiple channels and teams in collaboration and implementation of campaign strategies.
- Designs web & digital graphics in support of marketing strategies.
- Leads the proofing and editing process, prior to approval and launch.
- Manages web content in the WordPress CMS platform..
- Manages graphic content in the e-commerce CMS platform.
- Collaborates with WordPress developers and UX specialists to improve user experience and to maintain ADA Section 508 web accessibility compliance.

### WEST VIRGINIA UNIVERSITY | MORGANTOWN, WV

Professional Technologist II | College of Education and Human Services | 2010-2018

- Led all print and digital graphic and web design projects, from client consultation to finished product.
- Maintained 14 college websites and monitored 13 faculty-maintained websites.
- Trained faculty and staff in the University's proprietary CMS.
- Managed Google Analytics accounts and analyzed/distributed reports.

- Managed Section 508 web accessibility compliance.
- Acted as print vendor liaison: preparing/trafficking files and reviewing proofs for final print.
- Managed all digital and print media file trafficking and archiving.

## **SKILLS**

- Adobe Creative Cloud
  - Photoshop, Illustrator, InDesign, UX, Dreamweaver
- Web Content Management Systems
  - CleanSlate, Wordpress, Wix, Squarespace
- Project Management and DAM Systems
  - Asana, Aprimo
- HTML/CSS
- Marketing and Branding Principles
- PC and Mac Systems
- Microsoft Office Suite and Google Workplace (Suite)

## **QUALITIES**

- Excels in leading the design process, from client consultation to final product delivery, with an exceptional ability to translate verbal direction or rough sketches into designs.
- Efficient in working on multiple projects, simultaneously, in a fast-paced environment.
- Self-disciplined and trustworthy worker who maintains peak performance and productivity in a remote work environment.
- A problem solver with a positive attitude who grasps complex situations and turns them into manageable tasks.

## **REFERENCES**

Available upon request.