

Sara M Rogers

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Time Management | Communication | Organization | Prioritization | Leadership | Team Player | Positivity | Problem Solving

I am a website designer & developer skilled in turning clients' visions into impactful online presences. My expertise encompasses managing online shops and updating websites with fresh content from both the copy department and clients, including blogs, events, and product listings. I excel in collaborative settings, working with teams to achieve common goals. I lead the development department across major projects, leveraging my knowledge in user experience to provide valuable feedback on layouts and innovative design elements to keep users engaged. My passion for digital experiences and teamwork motivates me to build engaging, functional websites that enhance a brand's ability to engage with its customers.

**Wordpress | Shopify | Wix | WooCommerce | HTML | CSS | Javascript | Google Drive | Cloudways | Cloudflare
ACF | Enfold | GravityKit | Figma | Adobe Creative Suite: Photoshop, Illustrator, Indesign, Lightroom**

Employment Experience

iSynergy - Digital Marketing (Canfield, Ohio)

July 2022- Present

- **Website Designer / Development Leader** - (current)
 - Broaden responsibilities to leading the department in full builds and design while maintaining retainer client website requests.
 - Broke down team silos, laid out end-to-end requirements to improve the efficiency and success rate of landing initiatives on time.
 - Mentor interns in WordPress development to grow interest and understanding in development practice.
 - Create Landing Pages for lead converting campaigns: For Example: a landing page for a store opening converted at 234%.
- **Graphic Designer / Website Development**
 - Design eye-catching, user-friendly and functional websites for clients.
 - Perform website migrations, complete website redesigns and maintenance across hosted websites.
 - Identify and triage website errors and resolve issues in a timely manner during website launch and day-to-day.
 - Maintain hosted websites including: updates from the client, WooCommerce products, adding events, monitoring plugins and functional properties.

Gorilla Joe Printing Company (Youngstown, Ohio)

September 2021 - July 2022

- **Designer**
 - Created apparel mockups for printing, redesigned & maintained the company website & mailing lists.

CarbonSilk Digital (Remote)

May 2021 - August 2021

- **Web Designer (Internship)**
 - Co-lead the rebranding & color palettes.
 - Updated content on hosted websites and fixed coding issues.

Early Employment - Customer Service, Sales & Public Safety

Frenchy's Irish Pub & Grille February 2021 - September 2021

Bartender

Tippecanoe Country Club

Head Lifeguard - Summer 2019 & Summer 2020 | Server/Lifeguard - Summer 2015 - 2018

Dick's Sporting Goods October 2019 - April 2021

Footwear Associate

Youngstown State University August 2017 - May 2019

Lifeguard

Education

Kent State University, Kent, Ohio - Graduated: December 2021

Degree: Bachelors of Arts in Visual Communication Design

Minor: User Experience Design

- Dean's List, 8 semesters
- Earned 100% of funds for college tuition and expenses

Interests & Hobbies

- CrossFit
- Snowboarding
- Soccer
- Animal Welfare
- Sustainability
- Nutrition