

KAREN BALL

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-- web developer / web producer with background in multimedia and digital marketing --

SKILLS

LANGUAGES: HTML, CSS, JavaScript, PHP
FRAMEWORKS & LIBRARIES: jQuery, Highcharts JS, Bootstrap, Flexbox
DATABASES: MySQL, SQLPro, phpMyAdmin
SOFTWARE & TOOLS: Git, WordPress, Photoshop, Illustrator, Google Analytics, JIRA

Please visit my portfolio at karenelizabethball.com for a complete list of projects.

EMPLOYMENT

Web Producer 2U, Inc. New York, NY 2020 - present

- Maintain a portfolio of marketing websites for online degree programs at top universities
- Build semantic, responsive web pages that satisfy design and brand requirements
- Ensure websites adhere to WCAG AA accessibility standards and follow UX best practices
- Manage large, collaborative projects, such as new website launches and CMS migrations
- Coordinate with internal stakeholders, including SEO, CRO, Creative, and Brand, to meet marketing goals

Web Producer The Council of State Governments Justice Center New York, NY 2016 - 2020

- Designed and developed content for five WordPress websites, using HTML, CSS, JavaScript, and PHP
- Managed large-scale projects, such as new websites, redesigns, and web application builds
- Collaborated across teams to ensure that the needs of all stakeholders and funders were met
- Ensured standards and best practices were followed, with an emphasis on SEO and web accessibility
- Maintained an organized codebase on GitHub using a proper version control workflow
- Studied web analytics to understand our audience and implement effective strategies

Senior Newsroom Supervisor Business Wire New York, NY 2007 - 2016

- Managed staff of 30 editors at a fast-paced news distributor and online publisher
- Produced custom web projects, marketing pages, and multimedia press releases
- Devised workflows for multimedia distribution in coordination with partner media outlets
- Participated in the development and QA testing of new products and software

Multimedia Editor Business Wire New York, NY 2003 - 2016

- Edited and optimized photos, graphics, and videos for web publication
- Transcoded video to appropriate file formats for web publication
- Designed graphics for website and marketing collaterals

EDUCATION

Dev Bootcamp, 2016

An immersive 18-week study program designed to teach web development fundamentals.

Areas of focus included: Ruby, Rails, JavaScript, HTML, CSS, SQL, Object-Oriented Programming, and Git. Practices such as REST, MVC patterns, and Agile methodology were also covered.

NYU School of Professional Studies, *Professional Certificate, Web Development*, 2012

Classes taken included: HTML & CSS, JavaScript, PHP & MySQL, Web Architecture & Infrastructure.

Binghamton University, BA, *Philosophy*