**SHIMRIT BERMAN**
Web Developer & Producer
Digital Marketing & Communications Strategist

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## Summary

Shimrit Berman has over 15 years of experience in web development, production and management, blending strong technical and analytical skills, passion for design, eye for detail, deep understanding of content and digital marketing strategies and creative thinking. She is a problem solver and multitasker with excellent communication and prioritizing skills.

## Qualifications

- **Web Development:** Front-end development, CMS development, web compliance, eCommerce integration, QA, design-to-code conversion, WordPress expertise.
- **Content / Digital Marketing Strategies:** Content development, social media, SEO/SEM, analytics, A/B testing, landing pages, information architecture, email marketing, industry trend research.
- **Website Management:** Comprehensive website / CMS management, features and functionality implementation, technical support, documentation, education and training.
- **Design:** Web, UI / UX and graphic design, wireframes, image editing and optimization.
- **Project Management:** Planning deliverables and timelines, coordinating with and managing team members, stakeholders and vendors, streamlining processes.

## Work Experience

**Web Marketing Manager**
**Golden Gate University** November 2016 – September 2023

- Converted the 600-page university website into a responsive site, increasing mobile sessions by an average of 75% and by 125% for marketing-specific pages.
- Researched, devised and implemented new website information architecture, created UX/UI design and built 30 new pages needed for the new website structure.
- Planned, designed and developed 60 academic program pages, using effective SEO, content types and structures which increased traffic to those pages by 45%-60%.
- Monitored and analyzed web metrics and conversions, developed and implemented content strategies to maximize impact for SEO/SEM and lead generation, set goals/KPIs.
- Managed two website re-hauls, implemented new branding site-wide.
- Managed, edited and optimized the university's web assets (site content and images, feature integration and development, event management, blog and intranet).
- Provided technical support, training and documentation. Supervised student assistants.

**Web Designer and Developer / Content Specialist**
**Haas School Of Business, UC Berkeley** July 2012 – October 2016

- Designed and developed a responsive and customized WordPress multisite, managed platform and hosting migration of affiliated websites and provided technical support.

- Developed and created graphics, content, content type templates, information architecture, social media and event calendar integration.
- Maintained sites, implemented solutions using the industry's best practices.

**Freelance Web Developer and Designer / Web Marketing Consultant**
**Shimrit Berman Design + Content** January 2009 – October 2016

- Developed and designed websites for individuals and small businesses in various industries (including medical, culinary, real estate, education, arts, literature and more).
- Created compelling and visually appealing content, consulted on email marketing and social media strategies tailored specifically for the clients' business goals.
- Maintained websites, provided technical support, education and documentation.
- Developed and customized WordPress sites, themes, child themes, widgets, plugins, add-ons, third party tools and e-commerce platforms. Created and maintained tags, categories and taxonomies.

## Other Experience

- **Web Administrator, Grounded Theory Review** Managed, maintained, edited and updated website of academic journal, digitized and archived older volumes.
- **Web Producer, SFWP Publishing** Designed, developed and maintained sites for SFWP, its writers and imprints, set up and managed the SFWP store front.
- **Sports Journalist** 15 years of experience covering Israeli pro teams, NBA, college sports and the 2004 and 2006 Olympics in English and Hebrew for Israeli publications.
- **Translator** Translated and wrote subtitles for documentary film "City of Borders".
- **Intern, KQED** Research and production assistant for the Forum morning news show.
- **Multimedia Teaching Assistant** at UC Berkeley School of Journalism.
- **Video Editor, Israeli Broadcasting Authority** Edited video segments for news and sports shows in English and Arabic.

## Education

University of California, Berkeley, Graduate School of Journalism
Master of Journalism, May 2008

Hebrew University of Jerusalem, Israel
BA, English; BA, Mass Communication, May 2005

## Skills, Languages, Software and Tools

HTML, CSS, PHP, Jquery, XML, SQL, Javascript, Bootstrap, WordPress, Drupal, Joomla, Unbounce, Wix, Web Compliance (WCAG, ADA, W3C, 508), Photoshop, Adobe Creative Cloud, Social Media, Asana, CRM, Salesforce Marketing Cloud, Google tools (Maps, Analytics, Workspace, Search Console, Tag Manager, Ads, Trends), WooCommerce, Shopify, Monday, Canva, Mailchimp, Constant Contact, Microsoft Office, Tableau, SharePoint.