SHARILYN LORENZ

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Passionate web, graphic, and video production designer and email marketer with 13+ years of experience leading various web, video, and graphic design projects and finding creative solutions to a wide range of challenges. Skilled in managing multiple projects simultaneously in a fast-paced, deadline-driven environment with the ability to work independently and be self-directed, managing projects from conception to completion.

TECHNICAL SKILLS

- XHTML, CSS, JavaScript, and PHP
- Various FTP clients
- Sitecore, Coveo, Adobe Experience Manager, WordPress, and iModules
- Conductor, SiteImprove, Google Analytics, Mouseflow, Moz, Google Search Console, CrazyEgg, and Google Tag Manager
- Microsoft Windows and Mac OS
- MailChimp and Constant Contact
- Adobe Creative Cloud (e.g., Premiere Pro, Photoshop, InDesign, Illustrator, Dreamweaver)
- Affinity Photo
- Sketch and InVision
- Davinci Resolve
- Final Cut Pro and GarageBand
- N-Centaurus/LVM
- Microsoft Office 365
- Google Sheets, Docs, and Slides

CERTIFICATES   *available to view at mayumidesigns.com/resume*

- Web Experience Management 9 Certificate, Sitecore
- Searchlight All-Star and MVP Certifications, Conductor

EXPERIENCE

Web Developer I ▪ Freelance   Wolters Kluwer Health
March 2019 – Present   Greater Philadelphia

- Maintain the content and imagery for multiple solution suites across wolterskluwer.com in Sitecore, and provide accessibility and search engine optimization services in tandem with updates
- Worked closely with Lippincott Solutions and Lippincott Nursing Education teams in April 2020 to migrate content to their new CMS, Sitecore, by creating copy decks for both the U.S. and Australian websites; the copy decks facilitated a smooth transfer through pre-written, organized content structured in an easy copy-paste format for the components of the new site
- Worked closely with HLRP (Lippincott Solutions, Solutions Australia, Medicine, Journals, Books, Nursing Education, and Nursing Students; Society Meeting Solutions) and CE (Emmi; Lexicomp; Medi-Span; and UpToDate) teams, from April 2020 through April 2021, to migrate their prior websites to Sitecore

Owner, Freelance Web/Graphic Designer ▪ Self-employed   Mayumi Designs
December 2009 – Present   Brookhaven, PA

web development | web design | graphic design | email marketing | video production
- Current client: Wolters Kluwer Health
- Previous clients: Show Stoppers Unlimited, HandyMaurer, and Harmony Day Spa & Salon, LLC
- Created domain, hosting, and functionality for my clients' sites using GoDaddy and Google services
- Consulting, creation, and maintenance for lippincottsolutions.lww.com and madeincrediblyeasy.com
- Designed, developed, and maintained full websites for harmonydss.com, handymaurer.com, and showstoppersunlimited.com
- Created numerous forms used within Harmony's business
- Designed a logo for magnetic trailer and truck signs for HandyMaurer

Digital Producer ▪ Full-time   **Main Line Health**
May 2014 – March 2020   Radnor, PA

Previous job title: Web Production Specialist

– Project lead for Doctor.com DataManager, the new physician data warehouse that, in early 2020, became the source of truth for all systems across the organization that currently host inconsistent data from disparate sources.
– Co-wrote the organization's first Editorial Standards Style Guide, establishing the tone, style, and voice of Main Line Health across all print and digital media.
– A main contributor, along with the three other web team members, to the 18-month, $1.5 million mainlinehealth.org redesign project, which resulted in the new website going live in October 2016.
– Owned the development, delivery, and tracking of all email campaigns—including many formats from newsletters to automated drip campaigns—sent through the client's email marketing service or other delivery methods as appropriate.
– Executed ongoing web changes and enhancements to content on mainlinehealth.org and the organization's other externally-facing digital properties (e.g., campaign landing pages, subdomains) using a variety of content management systems, in addition to other web development tools, as appropriate. Content updates included text edits, resizing, and adding photos and graphics; editing PDFs; and making HTML, CSS, JavaScript, or other front-end coding tweaks when needed to support requirements.
– Reviewed and approved content from contributors outside of the web team as part of our workflow process before it is published online.
– Taxonomy management for event-related content imported via the organization's contact center platform. This included "tagging" of individual content items with related specialties, services, conditions, tests, treatments, and locations, leveraging a thorough understanding of the organization, its services, and clinical terminology.
– Creation and management of event content and relevant taxonomy terms managed outside of the organization's contact center, including support groups and other programs which do not require registration.
– Performed quality assurance, ensuring all pages view and function correctly, including ongoing remediation of broken links, misspellings, and WCAG 2.0 accessibility issues.
– Ensured all content is consistent with web content guidelines, web accessibility compliance, and are optimized for search engines while ensuring UX, UI, and brand standards.
– Analyzed and inventoried existing content to identify improvements and updates needed in support of new digital projects.
– Met regularly with internal stakeholders to assess communication needs and offer our departmental support/expertise.
– Consulted with internal departments that represent secondary audiences (e.g., HR, clinically integrated network, development, graduate medical education) to provide solutions, as necessary.
– Participated in overall marketing strategy to recommend and implement content strategies for specific campaigns/programs.
– Consulted with internal marketing team and digital agencies on digital marketing efforts.
– Leveraged analytic reports and recommendations from digital agencies to make appropriate adjustments to all digital areas, including design/usability, architecture, and technical functions.

Online Marketing Associate ▪ Contract   **Temple University**
September 2012 – May 2014   Philadelphia, PA
– Scheduled, created, and edited client requested HTML emails to be sent to various alumni groups
– Created and maintained alumni.temple.edu and giving.temple.edu, including the addition of new events and giving designations
– Handled client relations for the approval of all website content and alumni emails
– Gathered giving and email reports and social statistics weekly for the online marketing dashboard
– Performed a variety of other tasks associated with the upkeep of the alumni and giving websites and for the coworkers in the department (e.g., created print materials for a range of alumni events, helped to maintain list of designation IDs, downloaded relevant files to the shared drive from the intranet site)

Sales Associate ▪ Full-time   **Boscov's**
October 2011 – December 2012   Media, PA
– Worked in the cash office keeping track of store cash inventory and preparing the daily deposits
– Courtesy Desk communications liaison, took care of customer services as needed

Church Secretary ▪ Part-time   **Presbyterian Church of Coraopolis**
April 2011 – September 2011   Coraopolis, PA
– Composed and prepared paper bulletins for both weekend services
– Maintained all bulletin boards with up-to-date information throughout the church
– Composed, prepared, and mailed newsletters, et al for the congregation including the shut-ins
– Prepared print materials needed for the Elders for Session every month
– Handled daily tasks of answering phone calls and emails, assisting those who visit the church that day and direct any of the a fore mentioned items to the necessary people/committee
– Maintained church registry and membership records
– Created and upheld working order of the office and its products and supplies, ordering more when needed

Media Services & Video Technician ▪ Part-time   **Slippery Rock University**
September 2007 – July 2010   Slippery Rock, PA
– Maintained all 100+ Residence Life web pages on sru.edu
– Recreated Residence Life section on the new server for the redesigned SRU website
– Encoded student/employee cards to work on online/offline locks (via computer)
– Reconfigured the offline locks for all doors in the Residential Suites on campus (via computer, PDA)
– Created 3D models for several room styles in Google SketchUp which was used in an office pamphlet

EDUCATION

Slippery Rock University of Pennsylvania – Slippery Rock, PA – Bachelor of Science in Communications: Emerging Technology and Multimedia
– Two minors: Philosophy and East Asian Studies: Japanese
– Activities and societies: Marching Pride (color guard) and Japan Club (President)

Kansai Gaidai University – Osaka, Japan – Studied abroad Fall 2010
– Foreign language proficiency level: ability to understand basic Japanese