RACHEL ZAMPINO

Experienced WordPress developer and website manager, with a strong attention to detail and a love of organizing things. I enjoy distilling complex ideas into simple solutions.

rachmzamp@gmail.com

websitewizard.dev

PROFESSIONAL EXPERIENCE

WordPress Website Wizard

ZAMP Industries   2014 - Present (Full-time since 2021)

I build practical, tasteful, and easy-to-use websites; everything from a simple landing page to a full blown e-commerce website. I host and maintain several client websites and ensure that SEO, speed, accessibility, and security are always up-to-date and efficient.

Lead Designer

Blacktop (Hail Studio) 2015 - 2021

I led all web design projects at the agency, ranging from brand strategy and identity to very robust web design and UI/UX projects. I built and streamlined our entire client process: from strategy, to content, to design, to development, to launch, and maintenance and upgrades into the future.

EDUCATION

University of West Florida   2015

B.F.A. Graphic Design
with Highest Honors
*Computer Science & Web Focus

Digital Accessibility Certificate   June 2024

Margot Gabel | Domestika

Google Digital Marketing and E-commerce Professional Certificate   Aug 2024–

Currently pursuing | In-progress

EXPERTISE

WordPress Development
Sitemapping & Web Strategy
Website Training
Technical Documentation
WordPress Hosting + Maintenance
Course Creation
E-Commerce
HTML, CSS, JS
SEO Best Practices
Web Accessibility
UI & UX Design
Typography
Digital Branding
Web Design + Content Planning

SOFTWARE + TOOLS

WordPress
Elementor
WooCommerce
Sensei LMS
Flywheel
Google Workspace
Google Search Console
Google Analytics
Figma
Canva
Adobe XD, Illustrator, Photoshop