RACHEL ZAMPINO

Experienced creative and technical leader with a very strong attention to detail and ability to learn on the job. I enjoy distilling complex ideas into simple solutions.

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EDUCATION

Bachelor of Fine Arts (B.F.A.)
University of West Florida   2015

with Highest Honors
*Computer Science & Web Focus

TEFL Certificate
The TEFL Academy   2024

Teaching English as a Foreign Language
120-Hour Level 3 Certification

Digital Accessibility Certificate
Margot Gabel | Domestika   2024

WACG & ADA Compliance Standards

LANGUAGES

— Native English Speaker (C2)
— Spanish (B1)
— Czech (A2)

EXPERTISE

WordPress Development

Website Training

Technical Documentation

Website Hosting + Maintenance

Course Creation

E-Commerce

HTML + CSS

SEO Best Practices

Accessibility Compliance

UI + UX Design

Digital Branding + Typography

Sitemapping + Web Strategy

Web Design + Content Planning

SOFTWARE + TOOLS

Adobe XD, Illustrator, Photoshop

Figma

Canva

WordPress, Elementor, WooCommerce

Sensei Learning Management System

Google Workspace

Google Search Console

Google Analytics

WordPress Developer / Website Manager

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

I offer client services such as custom WordPress development, web design, web hosting, maintenance, security, digital branding, and more.

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.

Instructor / Speaker / Mentor

From Zero to Launch   2021 - Present

I host online courses, live workshops, and facilitate virtual learning groups to teach people how to build websites and start their own businesses, as well as other technical, business, and design skills. I have built my own course curriculum and I teach in various capacities such as in one-on-one sessions, small groups, and large audiences.

Lead Designer

Blacktop (Hail Studio)   2015 - 2021

I led all 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 building ongoing relationships with clients.

This was my first "real job" directly out of school, where I grew from being a junior contractor, to the full-time Lead Designer, and one of the primary decision makers at the agency. After 6 wonderful years, I felt that I couldn't grow any further with the company, and decided to officially go out on my own to create more of an impact in the world.

Previous Positions

Various Positions 2011 - 2015

During my time in college, I worked at Office Depot as a Copy & Print Specialist, designing and printing business cards, posters, photo albums, and more for customers.

I also held various graphic design internships at the university throughout my time as a student.

Co-Founder / Lead Facilitator

DesignXL   2019 - 2021

A partner and I founded a design and business conference called DesignXL. I led our 100% volunteer team to create a new conference from scratch. I was responsible for keeping the team on track, meeting deadlines, curating speakers, defining keynote topics, and designing workshop curriculums that would resonate with and educate our attendees. We nearly sold out our first year, and then provided a virtual conference during COVID for our second year.

President

Pensacola Designers   2014 - 2021

Pensacola Designers is a not-for-profit organization started in Pensacola, Florida to help bring the creative community together for collaboration, educational opportunities, networking, and overall improvement of our skills. I started in 2014 as a member, moved up to Advisor, and then became President from 2019 to 2021. The DesignXL conference ended up being my biggest project and best gift to the local community.

Co-Founder / Mentor

CoderDojo Pensacola   2014 - 2017

We taught children ages 5 through 17 how to code. Our goal was to be the missing piece of their S.T.E.M. education, and to help advance the integration of women and minorities in technical fields. I personally was responsible for planning the curriculum and instructors for each course, with languages such as Scratch, HTML and CSS, Python, Javascript, etc. as well as coordinating with parents and marketing the programs.