

# Sara Epstein

Certified Graphic Web Designer  
Project and E-commerce Sales Manager



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## Profile

Certified Web Professional with extensive knowledge in Multimedia Design, strong communication and over 15 Years of Experience. Highly artistic, versatile, and focused. Passionate about building innovative Web technologies helping people and projects succeed. Accustomed to deadlines and multiple projects. Seeking full, part-time, or contract positions and/or remote opportunities to benefit enterprise Business Endeavors.

## Education

ITT Technical Institute: Wyoming, Michigan - 2010

- Bachelor of Science Technical Project Management
- Associate of Science Multimedia Web Design

GPA: 3.5

## Expertise and Skills

- Multimedia Animation and Editing
- Web Design and Graphic Design, UI/UX Design
- Logos, Publications, Web Graphics, Business Cards
- Technical Project Management
- E-Commerce Retail Sales, Social Media Management
- Responsive Mobility Focused Web Design
- CMS, CRM, E-commerce Systems
- Drupal & WordPress, Magento, BigCommerce
- Custom Off the Shelf (COTS) Customization
- Scrum and Agile Software Project Development
- Brand Development and Website Traffic Growth
- Business or Project Analysis and Development
- SEO, Google Analytics, Marketing, and Advertising
- Developer Toolkits: Google, Firebug
- Adobe Cloud, Adobe XD, Adobe Master Collection CS6
- DreamWeaver, Photoshop, Illustrator, InDesign
- Wireframes, Mockups, Converting PSDs
- Consulting, Communication, Business Analysis
- Project Analysis and Project Management
- Troubleshooting, Tech Support, and Problem Solving

## Awards and Certifications

- Certified Web Professional – 2010
- National Technical Honor Society – 2010
- Michigan State SkillsUSA Web Design Gold – 2010
- USA National SkillsUSA Web Design Bronze - 2010

## Professional Experience

### Founder, CEO, CFO, Creative Director

Superstar Universe, LLC

Westland, Michigan: May 2003 - Present

- Assist in Driving Conversion Rates up Over 5% and Help Surge Traffic Growth over 10%
- Design, Develop, Administer Web Site User Interfaces for Customized Off the Shelf (COTS) Content Management and E-Commerce Systems (CMS) and CRM
- Utilization of Web Technologies with Programming Languages HTML5, XML, CSS3, JavaScript, jQuery, PHP, MySQL, SQL, Bootstrap, ASP.NET, ActionScript, AJAX, JSON, REST based APIs
- Creating and Configuring Custom Web Applications, Custom Module Development, Theme or Template Creation for Applications like Volusion, WordPress, Drupal, UberCart, Blogger, Shopify, Magento, and Wix
- Graphic Design of Logos, Banners, Brochures, Business Cards, Mass Mailings, Newsletters, Publications, and Web Sites with Adobe Creative Cloud and CS6
- Create, Program, and Write High-Impact User-Centered Websites with Robust Visual Content Maximizing User Experience with Mobility Focused Web Development and Responsive Design

### Retail Store and Marketing Manager

Flash Light Alley, LLC

Grand Rapids, Michigan: January 2016 - October 2016

- Cultivating Excellent Client Relationships for Profitability Growth Managing Interactions with Current and Potential Customers Converting Leads into Opportunities
- Training and Scheduling of Staff
- Presentation of Store and Advertising Displays
- Taking Well Lighted Professional Photos of Products for Promotions and E-Commerce Sales
- Maintained Inventory and Product Management, Including Ordering, Receiving, Price Changes, Sales, and Returns
- Directed Retail Sales, Created Policies and Marketing Programs to Increase Foot Traffic and E-Store Sales

### Configuration Business Analyst

Agate Software, Inc

Okemos, Michigan: October 2010 - May 2011

- Developed and Configured Federal and State Government Funding Grant Management Web Applications
- Technical Training, and Customer Service, Tier 1 and Tier 2 Help Desk Support, Problem Solving, Analysis and Resolution of Technical Support Issues