**JENNIFER S. WOLFSON**

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**Portfolio Website:** <http://jennavere1984.github.io/index.html>

**PERSONAL PROFILE**

From 2008 to 2013, I spent 6 years travelling around the world to experience diverse cultures and develop global awareness. For over a year now, I have been developing my skills in web design and programming by taking Girl Develop It classes, working on personal projects and taking on paid web design work, using HTML5, CSS3, jQuery, WordPress and marketing software. I use my Psychology and Neuroscience background to apply the principles of UX to understanding web development. In addition to my many personal web projects, I have developed websites for a pair of music studios, a fitness coaching business, a landscape designer’s website on Cargo Collective and a series of Optin pages for an Internet marketing project. I am currently developing a memorial website for a Disney studios composer.

**TECHNOLOGIES & SKILLS**

HTML5/ CSS3; jQuery; Git/Github; Firebug and Chrome Dev Tools; some Photoshop, JavaScript, and Java; ISTQB Certified Software Tester; and content management systems including: WordPress, Cargo Collective, Finalsite and Wix. Familiarity with marketing software, such as: Get Response, Clickbank, Hypertracker, and JV Zoo Marketplace.

**CAREER EXPERIENCE**

**WEB DESIGNER Feb 2014-present**

**Internet Marketing Project: DiabetesCenter1.com, DiabetesCenter2.com**

Optin page and email campaign development for an Internet marketing project, using responsive web design and marketing software.

**Cargo Collective**

Web development for a landscape designer’s art and social practice displays, using HTML, CSS and jQuery: <http://cargocollective.com/KateFarquharLandscape>.

**WellSpring Health Integration Partnership**

Developed two iterations of a WordPress website for this fitness coaching business, to fit their changing business vision. <http://wellspring.healthcare> is the current version. Set up WordPress on the client’s GoDaddy account, added in all the basic site content, advised on which themes and plugins are the most effective, customized color and layout, added in links to social media, incorporated MailChimp, debugged the template files and created tutorials on how the client could independently manage the site.

**Beech Music Studios**

The Beech Music Studios previously had no online presence, so the website: <http://www.beechmusicstudios.com> was created from scratch, using HTML and CSS. From selecting the color palette and setting up hosting, to creating my own written tutorials for the clients to independently run the website, I was able to outline their specific goals and develop a website that matched their vision.

**ADVANCEMENT OFFICE Westtown School December 2013-April 2014 ASSISTANT (VOLUNTEER)**

Westtown School had a major challenge in fundraising-past donors were no longer contributing. I dug into the donor management system, Raiser’s Edge, and realized that many email and postal addresses were either missing or wrong. I scoured all relevant data sources, including the school’s Alumni Portal, and was able to address many of the issues. As a result, we were able to dramatically increase our constituency outreach and, more importantly, significantly boost our capital contributions.

**OFFICE MANAGER October 2008-February 2014**

Exceptional office manager with a passion for customer service and operational efficiency, ensuring a smooth-running office environment. For example, while at ANZ bank, I was recognized for transforming our most frustrated and disappointed bank managers into champions for our company, at a crucial and confusing time, when ANZ was merging with National Bank. After only a few months, I was able to successfully train a new employee as a Branch Enquiries Officer. At Thomson Reuters I implemented a new scheduling system that dramatically reduced the lead-time for critical senior management meetings. At the Manor Dental Practice, I devised a teamwork strategy to stop customers from leaving without paying. Our practice had a problem with patients claiming false benefits on their registration forms, so I introduced a new strategy of checking benefits cards when the patient registered. All of these practices cut the office overhead. And as the only native English speaker in the practice, I was responsible for most of our print marketing. I have also worked in office positions at a solar energy company: Solgen Energy, a guesthouse: Lina Guesthouse and a market research company: Pickersgill Consultancy and Planning.

**EDUCATION and QUALIFICATIONS**

**October 2013** **ISTQB CERTIFIED TESTER** **ISTQB**

This course, run by the International Software Testing Qualifications Board, covered the fundamentals of software testing throughout the life cycle and the different testing techniques.

**September 2013 LEARNING TO PROGRAM WITH JAVA Hands on Technology**

**Transfer, Inc.**

This course included fundamental structured programming and object-oriented techniques, introducing the basics of programming with Java.

**Oct 2007- Sept 2008** **MSc (Hons) in COGNITIVE University of York NEUROSCIENCE**

This one-year honors degree course gave me practical experience in designing behavioral and fMRI experiments, recruiting and scheduling of participants and data collection. In the course of my studies, I gained a solid background in statistics, with data processing using SPSS and Microsoft Excel, and programming with Matlab and FSL. The course focused on how different neuroimaging techniques such as PET, fMRI and MEG have contributed to advances in both Psychology and Neuroscience. I carried out an empirical project, which employed fMRI to analyze memory consolidation during sleep, subsequent to novel word learning.

**Oct 2004- July 2007** **BSc (Hons) in PSYCHOLOGY 2:1 University of York**

I graduated with a 2.1 honors degree from this course, which covered modules in Cognitive Neuroscience, Cognition, Neuroimaging of Vision, Development and Language, etc. At the end of my degree, I carried out an empirical project, which employed MEG to analyze novel word learning.