

Nick Cernak

San Francisco, California

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SUMMARY OF QUALIFICATIONS

- 15 years experience deploying WordPress websites
- Developing digital experiences with HTML, CSS, PHP, MySQL, JavaScript
- Advanced graphic design skills using Adobe Photoshop, InDesign
- Marketing experience includes Strategy, Content Creation, Social Media
- Sales experience includes selling professional services to clients
- Outgoing collaborator who enjoys working with people

PROFESSIONAL EXPERIENCE

Moonalice, Posters, San Francisco, California

Marketing Strategy, Content Creator, Web Manager

June 2011 to Present

- Develop, design, update, manage WordPress website: MoonalicePosters.com
- Day-to-day management of software engineering
- Content creation includes 1800+ published blog posts
- Social media management of Facebook page (2680 likes), Twitter (1463 followers), Instagram (361 followers)
- Work cross-functionally with Moonalice management, social media, publicity and digital strategy teams

Off The Wall Posters, Corte Madera, California

Web Developer, Designer, Marketing Strategy

September 2020 to May 2021

- Develop, design, launch Shopify website: offthewallposters.net
- Update design of logo and create graphic elements using Adobe Photoshop
- Provide sales strategy for products using filters
- Provide ongoing technical support

The Rock Poster Society, San Francisco Bay Area, California

Marketing, Web Developer, Designer, Manager, Admin

February 2009 to May 2021

- Develop, design, update, manage WordPress website: trps.org
- Guide swift decision-making for technical needs
- Anticipate, navigate and facilitate creative solutions to project challenges and risks
- Content creation includes 181 published blog posts
- Social media management of Facebook page (13,792 likes), Twitter (1748 followers), Instagram (7316 followers)
- Provide ongoing technical support

A195 Capital, Puerto Rico, United States

Web Designer, Web Developer

September 2020 to May 2021

- Develop, update, manage launch of Wix website: a195.capital
- Design logo and all graphic elements using Adobe Photoshop

- Update Investments page as needed

Brickert Gallery, Morrison, Colorado

Web Designer, Developer, Marketing Strategy

July 2020 to October 2020

- Develop, design, launch WordPress website: brickertgallery.com
- Create online store with WooCommerce
- Design logo and graphic elements using Adobe Photoshop
- Provide marketing strategy for social media accounts
- Provide ongoing technical support

John Cernak, South Bend, Indiana

Web Developer, Designer, Manager

April 2020 to Present

- Develop, design, launch WordPress website: johncernak.com
- Design art gallery, create graphic elements with Adobe Photoshop
- Integrate LinkedIn, Facebook, Instagram, Twitter
- Write content, publish blog posts
- Host and manage site

Atlanta Rock Poster Show, Atlanta, Georgia

Web Designer, Developer, Manager

January 2020 to May 2021

- Develop, design, launch WordPress website: atlantarockpostershow.org
- Integrate various social media APIs to account
- Provide hosting and software updates
- Monitor site for any attacks or downtime

Lee Conklin, Chico, California

Web Designer, Developer, Marketing Strategy

November 2019 to April 2021

- Develop, design, manage WordPress website: leeconklin.net
- Integrate social media APIs into site
- Published content includes 35 blog posts
- Creation and strategy for social media accounts including Facebook, Twitter, Instagram
- Provide ongoing technical support

Saint Isabella School, San Rafael, California

Web Designer, Developer, Admin

December 2018 to Present

- Develop, design, manage WordPress website: stisabellaschool.org
- Design graphic elements using Adobe Photoshop
- Implement technical marketing strategies with website
- Update content, publish blog posts
- Provide ongoing technical support

Cernak Media, Marin County, California

Web Designer, Developer, Manager, Marketing Strategy

June 2010 to December 2020

- Develop, design, launch WordPress website: cernak.io
- Rebrand company, formerly cernakdesign.com
- Professional site to Nick Cernak

Pete Sears, San Rafael, California

Web Design, Developer, Administrator, Content Creator

December 2014 to Present

- Develop, design, update, manage website: petesears.com
- Content creation includes 40 published blog posts
- Maintain content calendar

- Social media marketing strategy
- Provide ongoing technical support

Chuck Sperry, San Francisco, California

Web Designer, Developer, Marketing Strategy

December 2008 to December 2019

- Develop, design WordPress website: chucksperry.net
- Integrate social media APIs into site
- Social media creation, strategy of Facebook page (44K likes), Twitter (4189 followers), Instagram (24.5K followers)
- Marketing strategy includes MailChimp newsletter promoting online art sales

Faction Brewing, Oakland, California

Web Designer, Developer, Admin

April 2014 to April 2018

- Develop, design, update, manage WordPress website: factionbrewing.com
- Weekly product site updates
- Create and publish events content
- Provide ongoing technical support

Winston Smith, San Francisco, California

Web Designer, Developer, Marketing Strategy

February 2009 to December 2019

- Develop, design, launch WordPress website: winstonsmith.com
- Integrate social media APIs into site
- Marketing strategy includes MailChimp newsletter for online art sales
- Develop online store with WooCommerce
- Provide ongoing technical support

Haight Street Art Center, San Francisco, California

Web Designer, Developer, Marketing

January 2017 to May 2017

- Develop, design, launch WordPress website: haightstreetart.org
- Create Facebook, Instagram, Twitter accounts
- Design and write content for social media
- Marketing strategy includes MailChimp newsletter signup
- Provide ongoing technical support

Dave Hunter, Fairfax, California

Web Developer, Admin

October 2016 to December 2017

- Develop, update, manage WordPress website: gammalyte.com
- Host website, troubleshoot PHP issues as needed
- Create and publish blog post content
- Provide ongoing technical support

Pints At The Park, Oakland, California

Web Design, Developer

May 2016 to March 2018

- Develop, design, launch WordPress website: pintsatthepark.com
- Create, publish and update vendor content
- Provide ongoing technical support

Haight Street Art Center BottleRock, Napa Valley, California

Web Designer, Developer, Manager

March 2015 to April 2017

- Develop, design, launch WordPress website: hsacbottlerock.com
- Promote "Psychedelic, Punk & Beyond" poster art exhibit on social media
- Marketing strategy includes MailChimp newsletter

- Redesign website for BottleRock 2017
- Host website, troubleshoot technical issues

Lucky Mule, Oakland, California

Web Designer, Web Developer, Marketing

September 2013 - December 2013

- Develop, design, launch Shopify website: luckymule.com
- Create social media accounts on Facebook, Twitter
- Marketing strategy includes MailChimp newsletter
- Update DNS routing for new web hosting
- Provide ongoing technical support

Bronze Bunny, San Francisco, California

Web Designer, Developer, Manager

September 2013 to September 2017

- Develop, design, launch WordPress website: bronzebunny.com
- Create graphic elements using Adobe Photoshop
- Host website, update software and plugins
- Purchase domain, configure DNS

Dennis Larkins, Santa Fe, New Mexico

Web Developer, Manager

June 2012 to March 2016

- Develop, update, manage WordPress website: dennislarkins.com
- Host website, troubleshoot PHP issues
- Provide hacker security and support technical questions
- Assist with redesign and migration to Squarespace

Marq Spusta, Pacifica, California

Web Designer, Developer, Manager

March 2012 to April 2018

- Develop, update, manage WordPress website: marqspusta.com
- Update social media accounts
- Develop online store with Jigoshop, WooCommerce, Shopify
- Host website, troubleshoot issues as needed
- Provide ongoing technical support

Charmed Painting, Oakland, California

Web Designer, Developer, Admin

March 2011 to December 2019

- Develop, design, launch WordPress website: charmedpainting.com
- Design logo and graphic elements using Adobe Photoshop
- Integrate social media accounts into site
- Provide ongoing technical support

The Virtual Pumpkin, Oakland, California

Web Designer, Developer, Admin

September 2015 to September 2018

- Develop, design, launch WordPress website: thevirtualpumpkin.com
- Digitize film to video
- Create graphic elements using Adobe Photoshop
- Integrate Facebook, Twitter APIs into site
- Provide ongoing technical support

Passion Plumes, Eugene, Oregon

Web Designer, Developer, Admin

June 2015 to October 2017

- Develop, design, launch WordPress website: passionplumes.com
- Create graphic elements using Adobe Photoshop

- Online store with WooCommerce
- Integrate Facebook, Twitter into site
- Marketing strategy includes MailChimp newsletter
- Provide ongoing technical support

Dr. John, Berkeley, California

Web Designer, Developer, Admin

November 2013 to May 2014

- Develop, design, launch Shopify web store: drjohn.myshopify.com
- Design graphic elements using Adobe Photoshop
- Integrate website with online store
- Provide ongoing technical support

Political Gridlock, Alameda, California

Web Designer, Developer, Admin

January 2013 to October 2017

- Develop, design, launch WordPress website: gridlock.com
- Design graphic elements using Adobe Photoshop
- Migrate old site from Network Solutions
- Update DNS registration
- Create online store using WooCommerce
- Provide ongoing technical support

TourSwag, Oakland, California

Web Designer, Developer, Marketing

June 2013 to January 2015

- Develop, design, launch WordPress website: tourswag.com
- Create graphic elements with Adobe Photoshop
- Integrate Facebook, Twitter APIs into site
- Host website, troubleshoot issues as needed
- Provide ongoing technical support

Art of the Dead, San Francisco, California

Web Designer, Developer, Manager

October 2012 to June 2016

- Develop, design, launch WordPress website: artofthedeath.com
- Create graphic elements with Adobe Photoshop
- Integrate Facebook, Twitter APIs into site
- Create promotional content for social media
- Provide ongoing technical support

Chris Shaw, Oakland, California

Web Designer, Developer, Manager

June 2011 to December 2019

- Develop, design, launch WordPress website: chrisshawstudio.com
- Create graphic elements with Adobe Photoshop
- Create and integrate Facebook, Twitter accounts into site
- Marketing strategy includes MailChimp newsletter
- Publish content for online poster art releases
- Provide ongoing technical support

Alexandra Fischer, Oakland, California

Web Designer, Developer, Manager

July 2011 to December 2019

- Develop, design, launch WordPress website: alexandrafischerstudio.com
- Create graphic elements with Adobe Photoshop
- Create and integrate Facebook, Twitter accounts into site
- Marketing strategy includes MailChimp newsletter

- Publish content for online poster art releases
- Provide ongoing technical support

Flipper, Los Angeles, California

Web Designer, Developer, Manager

March 2009 to July 2018

- Develop, design, launch WordPress website: flipperrules.com
- Create graphic elements with Adobe Photoshop
- Integrate Facebook, Twitter APIs into site
- Publish content on blog for upcoming events
- Provide ongoing technical support

Ron Donovan, Oakland, California

Web Designer, Developer, Manager

August 2010 to February 2013

- Develop, design, launch WordPress website: rondonovan.net
- Create graphic elements with Adobe Photoshop
- Integrate Facebook, Twitter APIs into site
- Publish content for online poster art releases
- Provide ongoing technical support

Hangar 18, Oakland, California

Web Designer, Developer, Manager

January 2009 to August 2010

- Develop, design, launch WordPress website: nickcernak.com/hangar18
- Create graphic elements with Adobe Photoshop
- Create and integrate Facebook, Twitter APIs into site
- Market content on social media channels
- Publish content for online poster art releases

Marin Catholic High School, Kentfield, California

Technology Coordinator

July 2009 to June 2010

- Assist Director of Technology with configuring and deploying new systems, software
- Desktop support and troubleshooting for all faculty and staff computer issues (Macintosh Apple-based platform)
- Facilitate professional development training sessions on application usage and new technology roll-outs
- Create and maintain inventory database for all campus technology equipment
- Create documentation on all new software and hardware for faculty and staff

Sonic Solutions | Roxio, Novato, California

Content Developer

March 2007 to November 2007

- Design, develop, and deliver multimedia and web-based training materials for both technical and non-technical audiences
- Record and edit voice-overs
- Lead video production using Adobe Photoshop, Captivate 3, Dreamweaver, Audacity, Camtasia

The Coca-Cola Company, Atlanta, Georgia

Assistant Project Manager

July 2002 to July 2006

- Manage installation and logistics of Coca-Cola fountain assets for premium national accounts including Chili's Grill & Bar, Romano's Macaroni Grill, On The Border Mexican Grill & Cantina, Maggiano's Little Italy, Corner Bakery, Wendy's
- Coordinated 5,000 Minute Maid Light Lemonade fountain machine flavor change conversions in a 3 Month period

- Installation duties include: creating timeline to meet project deadline; assignment of technician staff; project scope analysis and determination of required equipment; expedite transfer of equipment to project site; logistics liaison for client; re-strategize project when challenges arise.
- Recipient of Customer Service Award for being a role model in the Project Department

EDUCATION

Bachelor of Business Administration, Marketing, Georgia State University, Atlanta, Georgia

PROFESSIONAL MEMBERSHIPS

- JAMstack San Francisco
- ReactJS San Francisco Bay Area Meetup
- San Francisco WooCommerce Meetup
- San Francisco WordPress Meetup
- The East Bay WordPress Meetup Group
- Weekly WordPress Support Group