

# MAGDALENE HOFFMAN



WEB DESIGN  
GRAPHIC DESIGN

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## EXPERTISE

Front-end Web Design  
Graphic Design  
UX & UI Design

## EDUCATION

**The Art Institute of Philadelphia**  
Bachelor of Science  
Web Design and Interactive Media  
Spring 2015  
GPA: 3.9

## RECOGNITIONS

**Best of Quarter**  
**Art Institute of Philadelphia**  
Programming Logic  
(Summer 2013)  
E-Learning Design  
(Fall 2013)  
Digital Layout  
Advanced Web Scripting  
(Spring 2014)  
Project Management  
Intro. to User-Center Design  
(Summer 2014)

**Valedictorian**  
**Art Institute of Philadelphia**  
(Spring 2015)

## HOBBIES

UberEats Ethusiast  
Thrifter  
Dog Mom

## PROFILE

My overflowing imagination is what set me apart from every child I grew up with. As far back as I can remember, my father taught me to incorporate my imagination when doing all things: playing, drawing, building, etc. From that, I learned to use my creativity to express how I feel. These two concepts have stuck with me throughout my life and will continue to stay with me as I head into the future.

## EXPERIENCE

### **Friendly Planet Travel, Jenkintown, PA**

(October 2017 - Present)

#### **Junior Front-end Web Developer**

Create entry pages for sales/promotions  
Design and schedule weekly eblasts  
Work with Webmaster on site wide projects  
Assist Graphic Designer with digital and print projects  
Troubleshoot email spamming, site errors and deliverability  
Help with blog updates (WordPress)  
SEO updates

### **Waltzing Matilda USA, Wayne, PA**

(July 2015 - October 2017)

#### **Web Design & Social Media Manager**

Design/code website updates (content/products)  
Design weekly eblasts  
Photograph and edit all product shots  
Design flyers, invites, and seasonal look books  
Create and post social media content  
Record weekly stats on web & social media  
Coordinate & supervise various photoshoots  
Web Design & Social Media Manager

## SKILLS / KNOWLEDGE

### **Adobe CC**

Dreamweaver  
Photoshop  
Illustrator  
InDesign  
Premiere

### **Languages**

HTML5 & CSS  
Javascript  
jQuery  
PHP/ASP (general)

### **Microsoft Office**

Word  
Powerpoint  
Excel  
Outlook

### **Code Editors/FTP**

Sublime Text  
Brackets  
FileZilla  
BeyondCompare

### **CMS**

WordPress  
Shopify

### **Email Marketing**

MailChimp  
Constant Contact

### **Other**

Basecamp  
Email On Acid  
Optimal Workshop  
SEMrush  
Demarcian

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