

Richard Fink

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Phone: (814)-502-4893
GitHub: github.com/swissfink

Hollidaysburg, PA 16648
Portfolio: richardf.ink

SUMMARY

Writer / Designer / Developer with more than 10 years of experience in creating and publishing new media content. Strong ability to work both the technical (e.g. database backend) and creative (e.g. outlining and mockup) aspects of digital marketing platforms. Passionate about problem-solving using effective storytelling. Works well in a team environment or independently.

SKILLS

Languages: • HTML & CSS • JavaScript • jQuery • Node.js • MySQL
Applications: • Bootstrap • WordPress • Adobe Photoshop / Illustrator / InDesign / Xd / Acrobat
• Google Docs / Slides / Sheets

PROJECTS

AWESOME WORD GAME | github.com/swissfink/Awesome | swissfink.github.io/Awesome/

Role: Co-Designer / Co-Developer (three-person group project)

Interactive English vocabulary building game that engages users with questions and animated gifs.

- Incorporates several APIs and alternative web development tool (i.e. Materialize CSS)
- A multi-person project that was successfully scoped, designed, developed, and launched.
- Tech used: jQuery, JavaScript, HTML, CSS, Materialize, Google Firebase

TRAIN SCHEDULER | github.com/swissfink/TrainScheduler | swissfink.github.io/TrainScheduler/

Role: Designer / Developer (solo project)

User gets up to date time and projections of a fictional train route.

- Integrates Moment JS with Bootstrap UI components to display real-time time tables.
- Uses Google Firebase database to store and update data provided by a user.
- Tech used: jQuery, JavaScript, HTML, CSS, Bootstrap, Moment JS, Google Firebase

GIPHY API | github.com/swissfink/GiphyAPI | swissfink.github.io/GiphyAPI/

Role: Designer / Developer (solo project)

Application that neatly organizes and displays Christmas-themed animated gifs.

- Uses multiple parameters of the Giphy API to display gifs based on stored and updated data.
- Provides users with the ability to create their own feature to the application.
- Tech used: jQuery, JavaScript, HTML, CSS, Bootstrap, Giphy API

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EXPERIENCE

FREELANCE WEB CONTENT WRITER / GRAPHIC DESIGNER / DEVELOPER

Richard.ink, LLC / Hollidaysburg, PA / Jun '16 - Today

For 20+ retainer and single project clients ranging from funeral and burial businesses to forensic handwriting experts and pancreatic cancer advocacy organizations:

- Created / organized unique Identity Systems for clients by unifying logos, fonts, and colors within environments established by their mission, core values, vision and goals
- Crafted hundreds of on-brand messages to share with client audiences on multiple digital platforms
- Developed and implemented dozens of traditional marketing (print, radio, TV, direct mail) campaigns

WEB CONTENT WRITER

JMG Systems / Hollidaysburg, PA / Jan '15 - May '16

For 30+ clients from industries ranging from medical and engineering to foodservice and non-profits:

- Crafted SEO-rich web content enabling better attraction to and connect with target audiences
- Developed and implemented web, email, and social media marketing strategies and content
- Researched, designed, and implemented SEO strategies for enhancing web visibility

46R PUBLIC AFFAIRS SPECIALIST / BROADCAST JOURNALIST

US Army / US Army Reserve / May '05 - Jul '11

While serving as an Non-Commissioned Officer in the Reserves and on Active Duty:

- Produced and disseminated several hours worth broadcast product from Khost, Afghanistan in support of Operation Enduring Freedom reaching an estimated 100M+ viewers worldwide
- Created and distributed broadcast products in Iraq and Kuwait in support of Operation Iraqi Freedom
- Performed TV anchor and morning radio host duties in Hessen, Germany for the American Forces Network - Europe (AFN) reaching an estimated daily target audience of 100K+ military personnel and their families, as well as a shadow audience of 1M+ local nationals

EDUCATION

- UNIVERSITY OF PENNSYLVANIA | Philadelphia, PA | Jan '19 - Jul '19 | Certificate - Full Stack Web Dev. Bootcamp
- THE ART INSTITUTE OF PITTSBURGH | Pittsburgh, PA | Apr '17 - Nov '17 | Digital Design Diploma
- ANNE ARUNDEL COMMUNITY COLLEGE | Arnold, MD | Apr '14 - Dec '14 | Associates of Arts - Visual Design
- ST. JOHN'S COLLEGE | Annapolis, MD | Aug '12 - Dec '13 | Masters of Arts - Liberal Arts
- COVENANT COLLEGE | Lookout Mt., GA | Jun '01 - May '05 | Bachelor of Arts - English