

Dinah Ronit Berch

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Relevant Experience

Freelance Web Designer

Mother, Baker, Website Maker | 01/2012–Present

Web design, Website management, Web Project Management, SEO, Online advertising, Google Analytics. Recent clients include Amphibian Report Card: www.amphibianreportcard.org; New York State Genetics Taskforce, New York, NY: www.nysgeneticstaskforce.org; Night and Day San Diego, San Diego, CA: www.nightanddaysandiego.com; Full portfolio available at www.motherbakerwebsitemaker.com/.

Web Content Manager

Rare / Arlington, VA | 01/2012–05/2014

Content management for www.rare.org (Drupal); management and training for www.rareplanet.com (Drupal - retired); project manager for redesign of www.rare.org (Drupal) including vendor selection, project oversight, requirements, testing, and budget management; project manager for custom data collection tool (<http://campaigntracker.rare.org>); domain name negotiation; online branding efforts; social media management (Facebook, Twitter, LinkedIn, G+, YouTube); training and liaising with international web team posting content in five languages (English, Spanish, Portuguese, Chinese, Indonesian); management of web budget; website creation of www.fishforever.org (WordPress); consultant for www.solutionsearch.org.

Web Advocacy and Outreach Associate

The Israel Project (TIP) | Washington, D.C. | 10/2009–12/2011

Content publishing, website maintenance, enhancement, SEO and analytics for www.theisraelproject.org (Kintera/Blackbaud Sphere); building and monitoring TIP's online presence; creating online maps and graphics; online advertising (Google AdWords, Facebook ads, YouTube ad overlay); managing, training and consulting on content creation for TIP's global teams (Chinese, Spanish, French, Russian and English targeted to audience in India); management of social media channels (Facebook, Twitter, YouTube); assisted with website redesign including vendor selection process, redesign, content audit, testing forms for functionality and cart abandonment, testing landing pages for navigation conversion, training and launch prep; Database re-segmentation and deduping of 200,000+ records; monthly e-newsletter creation; web and computer support for staff.

Education

Bachelor of Arts: Philosophy-Theology

Bard College | Annandale-on-Hudson, NY | 08/2001–05/2005

Thesis: "Tracing Deity: Vestigia Dei in Celtic, Norse and Israelite Mythologies"

Work Study Assistant to the Theology Department; Director of the Bard Society for Science and Religion; Participant in Mind's Eye Theater Improvisational Acting Troupe.

Volunteer Work

Webmaster

Art Students Gallery | Burlington, VT

Website maintenance, User Portal, Consulting

Skills

Web

- Multi-Platform Proficient
- Database & CRM Management
- Advanced HTML & CSS
- Basic PHP
- Basic JavaScript

Project Management

- Budget development
- Staff & volunteer training
- Third-party vendor management
- Establishing deadlines

Online Marketing

- SEO strategy
- Branding
- Benchmark Research
- Online Advertising: Google AdWords, Bing Ads, Facebook Ads, YouTube Ad Overlays
- Analytics Reports
- Google Webmaster Tools, Bing Webmaster Tools
- Newsletters: Constant Contact, MailChimp, Dreamweaver

Social Media

- Content creation for blogs, social media and websites
- Content strategy and calendar management
- Managing official social media channels: Facebook, Twitter, G+, LinkedIn, YouTube, Instagram, Pinterest

Technology

- Microsoft Office Suite, Office365
- Adobe Creative Suite
- WordPress & JetPack
- Drupal
- Squarespace
- Salesforce
- Joomla
- DonorPerfect
- Blackbaud
- Hootsuite
- Mac and PC proficient

Professional Development Highlights

- Dreamweaver Certified (levels 1 & 2)

Hobbies

- Baking, Fudge & Candy Making