

# Clifford Hill

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I'm passionate about the potential of technology to improve people's lives with beneficial information at a global scale. I've been immersed in media for more than 25 years. I chose a focus on internet technologies and mass communication as an undergrad at SFSU when the Web was in its infancy and San Francisco was in its first tech boom. Since then, I've stayed flexible and kept learning a wide range of media production disciplines as the technology landscape evolved rapidly. Today, I'm excited to keep growing with progressive people and companies that share my goal of communicating valuable positive messages elegantly, both online and off.

## Skills

### **WORDPRESS**

15 years experience in comprehensive WordPress site implementation, including UX design, in-depth knowledge of plugin integration, administration and maintenance, security and backup; all with an eye toward simplifying systems for stability, longevity, and client ease of use, including client training.

### **ADOBE CREATIVE CLOUD**

25 years experience with Photoshop and best practices around file management and compression for web or print. Intermediate use of Illustrator, Acrobat, Bridge, etc.

### **HTML AND CSS**

25 years experience in HTML and CSS, with experience in using scripting and programming technologies such as JavaScript/PHP.

### **E-COMMERCE**

10 years experience in e-commerce solutions using Woocommerce in WordPress; 5 years experience in Shopify, including familiarity with Shopify Apps and Liquid coding.

### **COMPOSITION**

Intermediate experience in copywriting and technical writing.

### **SOCIAL MEDIA**

Experience in social media strategy, brand messaging via MailChimp, Facebook, Twitter, and LinkedIn.

### **CRMS**

Wide range of experience working in and implementing productivity systems such as Slack, ActiveCollab, HubSpot, Teamwork, PandaDocs, and Trello.

### **AUDIO / VIDEO / PHOTOGRAPHY**

25 years experience in field and desktop studio recording and editing.

## **SOFT SKILLS**

I am a self-motivated collaborator who enjoys working closely with other professionals on complex projects. I embrace client relations as an opportunity to teach valuable knowledge and support the streamlining of systems. I'm highly detail-oriented, with a focus on researching and implementing reliable tool sets for both companies and clients.

## **Experience**

### **FREELANCE WEB DESIGNER – 2004-2011 / 2019-PRESENT**

Comprehensive web design, content management, and technical administrative offerings for individuals and small organizations.

### **WEB DESIGNER; ZDCA / THE HYBRID CREATIVE – 2011-2019**

I've been a versatile player at this company from startup to acquisition, tasked with a variety of design work, primarily web. As a broad range technical specialist, I touched all aspects of the web production process: wire-frames, UX design, content asset management, collaboration on copy and graphic design, and integration of programmers' solutions into the finished projects. Additionally, I managed assets and content layout for a marketing team, including composing newsletters and daily social media posting.

### **ONLINE ORDERS ADMINISTRATOR / CUSTOMER SUPPORT SPECIALIST; MARIN PHOTO – 2002-2004**

Research, implementation, and maintenance of the company's first online print ordering system, and customer service and support.

### **PRODUCTION ASSISTANT / WEB DESIGNER; IF.NET / IGNITION DESIGN / INNX, INC. – 1998-2001**

Technical research/presentation, webpage creation, digital file management, print design, PDF creation, CD-ROM creation, audio/video file formatting/distribution, and image processing for web/print.

## **Education**

San Francisco State University; BA New Media Broadcast Communications, Minor English Literature, Magna Cum Laude – 1994-1998

## **References**

Please inquire for references: [chill@sassymonkeymedia.com](mailto:chill@sassymonkeymedia.com)