

# Gina LORENZ

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## NEW MEDIA DESIGNER

### EDUCATION

Academy of Art University, San Francisco, California  
BFA, Web Design & New Media, Anticipated 2019

Mira Costa College, Oceanside, California  
2012-2013 Courses: Photography, Web Design 1 & 2, Photoshop 1 & 2

### SKILLS

HTML/CSS  
Some PHP, JS, JQ  
WordPress  
WooCommerce  
CPanel/FTP/Hosting  
Google Analytics/ SEO  
Social Media

Photoshop  
Illustrator  
InDesign  
Acrobat Pro  
After Effects  
Premiere  
Microsoft Office

SalesForce  
Asana  
Trello  
Constant Contact  
MailChimp

### EXPERIENCE

#### Developer

May 2017–Present

Intuitive Websites, *Remote*

Contracted full-time, building and updating client websites, site migrations, hosting, cpanel, problem-solving

#### Web Design & Development, Graphic Design

June 2015–Present

Freelance, *Oceanside, CA*

Designing and building websites, graphic design

#### Managing Director

January 2013–August 2014

Digital Cinema Destinations, *Oceanside, CA*

Movie screenings, Special events, Implementation of new company policies and procedures, Remodel, Test site for operational changes, On creative team of directors collectively working to increase company sales, Consistently maintained highest company per cap to volume

#### General Manager

March 2006–December 2012

UltraStar Cinemas, *Oceanside, Bonsall and La Costa, CA*

Culture and environment, Movie-going experience of guests, Staffing, Training, Leadership, Ordering, Cost of goods, Inventory, Projection booth, Movie scheduling, Building maintenance, Customer service, Theater and movie promotions & marketing

#### Administrative Assistant

September 2003–July 2006

Rancho Santa Fe Farms Golf Club, *Rancho Santa Fe, CA*

Support to department heads, Website management, Communications, In-house printing

#### Regional Manager

November 1999–August 2003

Kiddie Kandids Children's Portrait Studios, *Southern California*

Hired and trained district, studio, and assistant managers, Leadership, accountability, mentoring and motivation of studio managers, Set and took partnership in achieving goals with respect to sales, volume, and labor costs, Performance evaluations, Quarterly studio reviews and audits, Maintained product quality, and customer service to company standards, Maintained and analyzed performance and profitability data, Expense and budget reports, Shrink/loss prevention, Payroll, Quarterly meetings, Presentations, Motivational competitions