

SARAH C. VOGLER

DESIGNER / DEVELOPER / PRODUCT MANAGER

1. CONTACT

sarahcvogler@gmail.com

(847) 903-7026

sarahcvogler.com

linkedin.com/in/sarahvogler

2. WHAT I DO *MY UNIQUE PERSPECTIVE OFFERS FRESH INSIGHT + INNOVATIVE SOLUTIONS TO BUSINESS PROBLEMS.*

3. EXPERIENCE

ANGELSMITH, INC. SENIOR DEVELOPER / PROJECT MANAGER

AUG 2010 - PRESENT

Angelsmith, Inc. is a Bay Area website development, inbound marketing, and social community solutions developer. Clients range from small smarts to Fortune 500 companies. While at Angelsmith, I developed an agile protocol to manage all projects; built a responsive and SEO friendly WordPress Framework; designed, developed and managed over 75 websites; and learned how to guide customers through the sales channel.

SUCCESSSES:

- » **CHEFV:** eCommerce redesign increased revenue by 200% within 24 hours of launching the new shopping experience
- » **SONOMA WINE COUNTRY WEEKEND:** Site redesign lead to record event ticket sales
- » **THE HESS COLLECTION:** Redesign of website and eCommerce led to a 20% increase in user engagement and store conversions and a 5% decrease in bounce rate

ECOFABULOUS GRAPHICS + WEB MANAGER

FEB 2009 - MAY 2011

ecofabulous offers product recommendations and expert advice on stylish sustainable living and was acquired by The Huffington Post in 2014. My responsibilities included managing online ad sales and campaigns; creation of all graphics; development of website and email campaigns; offline project development, including the annual Dwell on Design Showhouse; and designing, developing and conceptualizing business development campaigns and partnership pitch decks.

SUCCESSSES:

- » Partnerships with eBay, Electrolux, Method and Levi's
- » 5% click through rate on weekly newsletter

SOCIAL VENTURE NETWORK MARKETING ASSISTANT

FEB 2009 - JAN 2010

SVN is a community of the world's leading social entrepreneurs working together to create transformational innovation, growth and impact. I started at SVN as an intern. While there, I was responsible for website management; email campaigns; graphic creation; and supported staff in the planning and operations of the biannual conferences.

4. EDUCATION

MAY 2015

CALIFORNIA COLLEGE OF THE ARTS

MBA, Design Strategy

DEC 2008

UNIVERSITY OF CALIFORNIA, BERKELEY

Architecture, Major

Modern Dance Technique, Minor

JUL 2008

DANISH INSTITUTE FOR STUDY ABROAD

Sustainability in Scandinavia

5. TOOLKIT

Business Model Canvas • Value Proposition Canvas • Brand Strategy • Blue Ocean Strategy • Business Strategy • Information Architecture • User Experience • Wireframing • Photoshop • Illustrator • HTML • CSS • jQuery • PHP • eCommerce • CMS Integration • API Integration • SEO • CRM • Analytics • Social Media • Project Management • Frontend Development • Backend Development • Design Thinking • Graphic Design • Agile • Scrum

6. CERTIFICATIONS

MAY 2016

Certified SCRUM Master