

## CONTACT

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Oceanside, California

gina-lorenz.com

## EDUCATION

BACHELOR OF ARTS

Web Design & New Media  
Academy of Art University  
San Francisco, California  
2020

## SKILLS

Website Design  
Graphic Design  
Website Management  
Wireframing  
Prototyping  
HTML  
CSS, Sass  
WordPress  
WooCommerce  
Website Migrations  
Multiple Hosting Platforms  
DNS Configurations  
Website Problem Solving  
Responsive Design  
Adobe Creative Cloud  
Photography  
Animation  
Zeplin  
SalesForce  
Google Analytics/ SEO  
Constant Contact  
MailChimp  
Blogging  
Asana/Trello

## EXPERIENCE

### FRONT END DEVELOPER

May 2017–Present

Intuitive Websites

Remote

Building and updating client websites, site migrations, hosting, Cpanel, WPengine, WordPress, plugins, 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 design and printing

### REGIONAL MANAGER

November 1999–August 2003

Kiddie Kandids Children's Portrait Studios

Southern California: Oxnard, Antelope Valley, Victorville, Van Nuys, Torrance, Cerritos, Downey, West Covina, Brea, Westminster, Tustin, Vista, San Diego

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