

SARA CHAI BUTLER

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SKILLS

INTERACTIVE

Adobe Creative Suite
WordPress
Expression Engine
HTML/CSS
jQuery
PHP/MySQL
Terminal

ONLINE BUSINESS

Omniture
Google Analytics
ForeSee
Keynote Systems
Basecamp

LANGUAGES

Intermediate Italian
Intermediate French
Intermediate Spanish
Basic Mandarin
Pick up languages quickly

LIFE

Reading
Jewelry Metalsmithing
Personal Web Side Projects!
Piano
Advanced Scuba Diver

EXPERIENCE

WEB DEVELOPER, BARREL

2/2011 to Present, New York, NY

- Develops websites for a variety of corporate clients, businesses, internal ventures and non-profits.
- Primarily creates WordPress themes, Expression Engine websites, and Facebook apps but is expected to be able to quickly learn and adapt to new content management systems and technologies depending on the project.
- Designs, develops and provides all technical support for the WordPress viral campaign theme, [Launch Effect](#), which has 5,000+ downloads and has been written up in several popular online publications.
- Some web development examples include:
 - Harvard's Cabot House — cabot.harvard.edu
 - GE Healthymagination — healthymagination.com/progress
 - GE 2010 Annual Report — ge.com/ar2010
 - Madeline Chang Interior Design — madelinechang.com
 - Sanctuary T Facebook (see Recipe Contest) — facebook.com/sanctuaryt

FREELANCE WEB DESIGNER, TOSHIRO DESIGN

4/2009 to 2/2011, International

- Designed tailor-made websites from beginning to end for a wide variety of businesses.
- Produced standards compliant XHTML and CSS, with emphasis on clean and lightweight code, browser compatibility and search engine friendliness.
- Portfolio: toshiro.net

E-COMMERCE ASSOCIATE MANAGER, LACOSTE

3/2007 to 4/2009, New York, NY

- Launched Lacoste's first online retail website which quickly become the top-performing Lacoste store in the US.
- Proposed and managed the development of new functionality for both front- and back-end improvements.
- Established efficient and logical content management processes.
- Collaborated with developers to fix all technical issues with our platform, including conducting the testing of new functionality.
- Wrote all technical documentation for managing the site.
- See: shop.lacoste.com

EDUCATION

THE STERN SCHOOL OF BUSINESS, NEW YORK UNIVERSITY

Bachelor of Science in Finance, 5/2006, New York, NY

NEW YORK UNIVERSITY AT LA PIETRA

Fall/Winter 2005, Florence, Italy

Studied Early Renaissance painting and became proficient in Italian. Traveled extensively.