KIMBERLY PASH

Digital Content | Website Management | Marketing & Communications

Murrieta, CA | kimberlypash@gmail.com | www.kimmiep.com

PROFESSIONAL SUMMARY

Digital web professional with 12+ years of experience in website development, content management, and client collaboration, supported by a background in traditional marketing and advertising. Skilled in translating business needs into effective digital solutions, improving user experiences, and coordinating website projects. Seeking opportunities in digital communications, content management, website operations, or project coordination.

CORE SKILLS

Digital & Content: Website Management, Content Management, Digital Marketing, SEO Fundamentals, User Experience, Responsive Design

Communication: Client Relations, Requirements Gathering, Cross-Functional Collaboration, Problem-Solving, Project Coordination

Technical: WordPress, HTML, CSS, PHP, Timber/Twig, ACF, Ulkit, GitHub

Tools: Adobe Illustrator, Figma, WP Engine, MySQL, Google Workspace

PROFESSIONAL EXPERIENCE

Web Designer / Junior Web Developer
E-Rehab | Remote | August 2013 – Present

- Develop and maintain websites across a network serving more than 800 clients.
- Collaborate with clients and internal teams to identify needs, coordinate updates, and implement website improvements.
- Manage website content, layouts, navigation, and interactive features with an emphasis on usability and consistency.
- Create reusable website components that streamline content management and improve efficiency.

- Support company-wide website initiatives, including the rollout of a StoryBrand-based framework.
- Develop customized solutions to improve functionality and reduce reliance on third-party plugins.
- Troubleshoot technical issues, implement feedback, and maintain website performance.

ADDITIONAL EXPERIENCE

Marketing & Advertising — 12 Years

Background in traditional marketing and advertising, with experience in audience-focused messaging, brand communication, and business objectives.

EDUCATION & PROFESSIONAL DEVELOPMENT

B.S. Marketing, Advertising Concentration
Arizona State University

Certificate, Web Development
Palomar College

Continuing Education
Google Digital Marketing & E-commerce Professional Certificate — In Progress (if applicable)