

## **Herbert H. Ripka**

<https://www.linkedin.com/in/herbripka>

5806 Euston St. | Greendale, WI 53129 | home: 414-421-4261 | cell: 414-429-5690 | hripka@milwpc.com

**SUMMARY:** Accomplished and versatile marketing and graphic arts specialist with over 20 years experience in printing, publishing, marketing and training. Proven ability to tackle a wide variety of tasks and get them done on time and under budget.

**SKILLS:** Adobe Photoshop, InDesign, Illustrator, Dreamweaver; Google Analytics; Microsoft Office, including Word, Excel, Outlook, PowerPoint; HTML/CSS, Content Management Systems (CMS) including WordPress and OpenCart e-commerce.

Extras: Public speaking, German language, social media.

### **PROFESSIONAL EXPERIENCE:**

**Milwaukee Rescue Mission**, Milwaukee, WI 53233

DONOR DATABASE/ADMINISTRATIVE ASSISTANT, November 2021 to Current

- \* Process MS Word Mail Merge documents to output donor Thank You letters

**CDS (Club Demonstration Services)**, at Costco, New Berlin, WI 53151

PRODUCT DEMONSTRATOR, May 2021 to January 2022

- \* Present a professional appearance while interacting with Costco store members
- \* Prepare, cook, set up and distribute product samples to customers

**H&R Block**, Greenfield, WI 53220

LEVEL 2 TAX PROFESSIONAL, December 2019 to April 2021

- \* Passed H&R Block Income Tax Course, Level 1 and Level 2
- \* Interview walk-in prospects to determine client needs, and answer tax questions
- \* Fill out and file federal and state income tax returns

**SunAnt Interactive** (formerly Orion Group in Sussex WI), Brookfield, WI 53005

Web design and online marketing company

INTERNET MARKETING ANALYST, April 2013 to September 2019

- \* Conduct keyword and competitor research. Perform technical and competitive audits on websites
- \* Color correction and photo editing of client photos using Adobe Photoshop
- \* Edit web content for optimal SEO (Search Engine Optimization) performance. Plot marketing strategies for clients based on Google Analytics data.
- \* Edit and distribute content to clients' blogs, and to various venues on the Internet, for link building and improve client's website search engine results
- \* Fix client's NAP (Name, Address and Phone Number) information to improve Google rankings
- \* Communicate with webmasters and site owners to arrange agreements for articles and links posted on guest posts
- \* Create monthly work reports on keyword ranking, web traffic and growth progress

**Express Scripts**, (formerly Medco), Waukesha, WI 53188, under contract from [Aquent](#)

Fortune 100 company and the largest pharmacy benefit manager

DATA ANALYST, Benefit Fulfillment Group/Client Benefit Manager, April 2012 to April 2013

- \* Download, create, sort reports for analysis using Microsoft Office, Siebel Sales, and Medco proprietary software
- \* Test corporate websites and webforms to check for proper setup and good user experience
- \* Update client records during open enrollment for insurance benefits

**InWellness**, Milwaukee, WI 53209

An alternative healthcare marketing network offering corporations discounts on wellness plans  
WEB DESIGN/SOCIAL MEDIA INTERN, June 2011 to August 2011

- \* Update social media channels including Facebook and Twitter using scheduled messages
- \* Airbrush and color correct website photos using Adobe Photoshop
- \* Started an events calendar which facilitated communication with subscribers
- \* Created database of network providers and corporate affiliates
- \* Assisted in creating email marketing campaigns using Constant Contact
- \* Moderated/edited blog comments on WordPress CMS for appropriateness

**Reader's Digest Association-Milwaukee**, (formerly Reiman Publications), Greendale, WI 53129

SENIOR PREMEDIA TECHNICIAN, May 1992 to December 2010

Color correction specialist and photo retoucher making photography look spectacular for 12 million subscribers. Worked with artists/graphic designers to produce covers as well as body pages/illustrations for books, magazine, and direct mail advertising with an Adobe Acrobat PDF workflow.

- \* Able to correct/retouch/perform color matches in CMYK, RGB and LAB color modes
- \* Lead person for in-house training and development for Adobe Photoshop
- \* Investigate and test new features in Adobe Photoshop, to show improved procedures
- \* Coordinate processes with our photographers from the in-house photo studio
- \* Develop new techniques for better color correction. Write Photoshop actions to enable quicker production in the Pre-press/PreMedia Department, saving time and money
- \* Corrected art and layout files using Quark XPress and Adobe Creative Suite (InDesign, Illustrator)
- \* Developed Microsoft Excel spreadsheet that calculated employee work hours
- \* Introduced the use of AppleScript, increasing productivity by automating certain processes

**EDUCATION:**

**Milwaukee Area Technical College**

Technical Diploma, Web Design. Graduated, December 2011. GPA: 4.0. With Scholastic Honors

- \* Only Recipient of the Lamp of Knowledge award in Fall 2011's 30-student Web Design program. One of only 33 recipients of this Lamp of Knowledge award for all of MATC that semester.

**Milwaukee Area Technical College**

Associate Degree, Marketing Management, 2000, With Scholastic Honors

**Milwaukee Area Technical College**

Associate Degree, Printing & Publishing, With Scholastic Honors

National Career Readiness Certificate (NCRC), Gold Level, from ACT

Wonderlic Test, tested twice at 30 plus, at Carthage College and Kaplan University.

**OTHER INTERESTS, ACTIVITIES AND CONTRIBUTIONS:**

**Greendale Lions Club** - Special Projects Coordinator/Web Manager: Manager of the popular "Rummage On The Green" event during Greendale's annual local community festival in August, with approximately 55 vendors. For the last 15 years I have raised almost \$1,500 per year for the club, just under 10% of their yearly income. Created two promotional videos that are posted on [YouTube](#). Helped create a new website for the club. Initiated and continuing to update the Greendale Lions' [Facebook](#) page.