

## Herbert H. Ripka

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**SUMMARY:** Accomplished and versatile marketing and graphic arts specialist with over 20 years experience in printing, publishing, marketing and training. Recent graduate studying web design, adding even more capabilities to his portfolio. Highly effective professional who discovers/shares new techniques for improving production and increasing customer satisfaction. Proven ability to tackle a wide variety of tasks and get them done on time and under budget.

**SKILLS:** Google Analytics certified; Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Flash; Microsoft Office, including Word, Excel, Outlook, PowerPoint; HTML/CSS, Content Management Systems (CMS) including WordPress and OpenCart e-commerce; JavaScript, PHP/MySQL.  
Extras: Public speaking, German language, social media.

### PROFESSIONAL EXPERIENCE:

#### Orion Group, Sussex, WI 53089

Web design and online marketing company

INTERNET MARKETING ANALYST, April 2013 to present

- \* Conduct keyword and competitor research while performing website audits
- \* Edit web content for optimal SEO performance. Plot marketing strategies for clients based on Google Analytics data.
- \* Writing and/or distributing content to clients' blogs and to various venues around the Internet for link building and search engine optimization (SEO) implementation purposes
- \* Correcting client's Name, Address and Phone Number (NAP) information to improve rankings
- \* Using formal communication styles when dealing with webmasters and site owners when arranging agreements to have articles and links posted on guest posts
- \* Tracking submitted article status to ensure proper publishing
- \* Creating monthly work, keyword ranking, web traffic and progress reports for clients

#### Express Scripts, (formerly Medco), Waukesha, WI 53188

Fortune 100 company and the largest pharmacy benefit manager

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

- \* Downloading, creating, sorting reports for analysis using Microsoft Office, Siebel Sales, and other software
- \* Testing corporate websites and forms to check for proper setup and ensure customer service
- \* Updating client records for open enrollment in 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

- \* Updated social media channels including Facebook and Twitter using scheduled messages
- \* Started an events calendar which facilitated communication with subscribers
- \* Started/updated database of network providers and corporate affiliates
- \* Submitted/registered website information to make it more SEO friendly for search engines
- \* Assisted in creating exciting email marketing campaigns using Constant Contact
- \* Moderated blog comments on WordPress CMS for appropriateness
- \* Submitted web designs for their website to be user-friendly and have a better user experience.

[Reader's Digest Association-Milwaukee](#), (formerly [Reiman Publications](#)), Greendale, WI 53129  
SENIOR PREMEDIA TECHNICIAN, May 1992 to December 2010

Color correction specialist/retoucher who made 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
- \* Investigated and tested new features in Adobe Photoshop, to show improved procedures
- \* Coordinated processes with our photographers from the in-house photo studio
- \* Developed new techniques for better color correction, and wrote Photoshop actions that enabled quicker production in the Pre-press/Premedia Department, saving time and money
- \* Corrected art and layout files using Adobe Creative Suite, InDesign and Illustrator, and Quark XPress
- \* Developed Microsoft Excel spreadsheet that tracked fellow employee work times in a timesheet
- \* Introduced the use of AppleScript, which increased 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, May 2011.

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

## **OTHER INTERESTS, ACTIVITIES AND CONTRIBUTIONS:**

[Cub Scouts Pack 505](#) - Cubmaster: Lead monthly pack meetings, including public speaking in front of a group, mentoring boys in grades 1 through 5, and encouraging parental involvement. Planned future events with other scout leaders. I started and updated two separate pack websites. Four years, just completed.

[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 70 vendors. I raised over \$1,700 last year for the club, just under 10% of their yearly income. Ten years, current. Created two promotional videos that are posted on [YouTube](#). Created a new website for the club. Initiated and continuing to update the Greendale Lions' [Facebook](#) and [Twitter](#) feeds.

Portfolio link at <http://herbripka.com/portfolio/>

Web Development projects that I work on:

- \* Greendale Lions Club, a 28-page site, built in Dreamweaver- <http://www.greendalelions.org/>
- \* Republican Party of Milwaukee County - <http://mkegop.com/>
- \* Steve Taylor for Milwaukee County Supervisor - <http://stevetaylor4milwaukeecounty.com/>
- \* Joe Sanfelippo for State Assembly - <http://joesanfelippo.com/>
- \* Greendale Garden Gazing - <https://gggazing.wordpress.com/>

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

<http://www.twitter.com/herbripka>