

# Jennifer Rothrock

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## Website Manager (CMS, UI/UX & Frontend) | Accessibility & Usability

**Website Manager (CMS, UI/UX, Frontend)** with experience in **WordPress, TYPO3, and ReactJS**. I create **accessible, user-friendly websites** by combining **UX-focused design, frontend development, and content strategy**. Skilled in **responsive layouts, accessibility best practices (WCAG), SEO, and cross-functional collaboration**, delivering seamless digital experiences and clear content structures.

**WordPress Portfolio: [rothrockportfolio.com](http://rothrockportfolio.com)**

### SKILLS

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**CMS Platforms:** WordPress, TYPO3, Webflow, Shopify

**Frontend:** HTML, CSS, JavaScript, ReactJS, Responsive Design

**Design & UI/UX:** Figma, Wireframing, Prototyping, User Flows

**Accessibility & SEO:** WCAG 2.1, On-page SEO, Technical SEO, Multilingual Content

**Tools & Workflow:** Git, JIRA, Agile/Scrum

**Languages:** English (Native speaker), German (B2)

### WORK EXPERIENCE

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#### Website Manager & Designer (WordPress)

Berlin, DE • Part-time (Remote) • 08/2025 - Present

##### Design & maintenance of WordPress websites for small businesses

- Design and maintain responsive and multilingual WordPress websites for small businesses, managing full project workflows independently.
- Ensure consistent brand voice, layout, and content structure across all client sites.
- Translate client requirements into clear, accessible web content optimised for usability and SEO.
- Coordinate directly with stakeholders to align content decisions with user needs and business goals.

#### Website Manager - SCC Events (TYPO3)

Berlin, DE • Full-time (Hybrid) • 01/2025 - 07/2025

##### SCC EVENTS is one of Europe's leading sports event organizers.

- Managed and maintained multilingual corporate and event websites (TYPO3), ensuring smooth operations and consistent performance.
- Implemented responsive frontend updates and content changes to improve user experience.
- Optimized website accessibility and SEO by applying best practices.
- Coordinated with designers and developers to implement UI improvements and maintain brand consistency.

## Frontend Developer - ZenZen.me (ReactJS)

Berlin, DE · Part-time (Remote) · 11/2023 - 12/2023

### Digital health startup supporting women with gestational diabetes.

- Implemented responsive UI components for a user-facing digital health dashboard.
- Worked in an agile, sprint-based environment, managing tasks and deadlines via JIRA.
- Collaborated with design and product teams to translate UX concepts into functional web interfaces.

## UI/UX Designer - Orcasound (Figma)

Berlin, DE · Part-time (Remote) · 08/2022 - 06/2023

### Open-source platform for Orca conservation and education.

- Led redesign of a volunteer onboarding website with a focus on usability, clarity, and accessibility.
- Designed scalable Figma components, user flows, and prototypes for developer handoff.
- Conducted user and stakeholder research to guide content structure and design decisions.

## EDUCATION

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### Certificate in WordPress Development

Cimdata · Berlin - 2026

### Certificate in TYPO3 Fundamentals & Structure

medienreich · Berlin - 2025

### Certificate in Full Stack Web & App Development

WBS Coding School · Berlin - 2023

### Certificate in UI Design

CareerFoundry · Berlin - 2022

### Bachelor of Arts Degree in Applied Design

Fashion Institute of Technology · New York, NY, USA