



Shirley Ulbrich

Website Designer – Creative Writer – Social Media Specialist

Summary

Contact Information

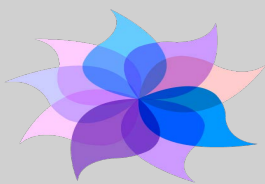
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Achievements

- Personally awarded the National Foster Parent Newsletter Editor's Award for Excellence in 1994 and 1995, in Utah and Texas; first state association to have won twice in a row.
- Vice President of the Sacramento County Foster Parent Association and California State Newsletter Chair
- Proud Mom to 5 Successful, Happy Children and 3 Adopted Special Needs Boys

Portfolio

www.shirleyulbrich.com
www.designwebpassion.com



Design Web Passion

- Dedicated Web Designer with wide range of design styles. Special needs to schools, elaborate to minimal, large or small Projects.
- Solid background in WordPress and secure system design.
Specialty: Excellent written communication skills; Artistic Sensibility; Technical Skill; Communication Ability; Organization; Problem Solving Ability; Team Building and Leadership; Relationship Building for Customer Loyalty. Personal Work Philosophy: Optimize Web Graphics for Better Page Load Times;
- Keep it Clean and Simple; Navigation is the Most Important Thing You Will Design; Use Fonts Wisely and Methodically; Understand Color Accessibility; Make Designs that are Flexible and Maintainable. Influence through Strong Relationships. Job Done Right, On Time.
- Experienced Editor with very strong people management skills.
- Extensive Medical knowledge. Personally awarded the National Foster Parent Newsletter Editor's Award for Excellence in 1994 and 1995, in Utah and Texas; first state association to have won twice in a row.
 - Detail-oriented, efficient Copy-editor specializing in accurate and informative documents. Four years' experience.
 - Independent and focused. Dedicated to Delivering Prompt, Excellent Service with Speed and Efficiency.
 - Writer with widespread knowledge of Medical and Childcare. Versed in producing quality mailers, website copy, Social Media posts and other documents.
 - Proofreader offering 6-year background as highly accurate and style-minded editorial professional.
 - Expert Writer versed in a broad spectrum of topics and issues.
 - Seasoned Unique Life Skills with Varied Interests.
 - Highly organized and detail-oriented Administrative Assistant with more than 3 years' experience supplying thorough, organized Administrative support concurrently to more than 5 senior executives. Over 60% entailed Web Design and Maintenance. Organized Administrative Assistant versed in coordinating management meetings, high-level conference calls, special events and travel arrangements for top executives.
 - Web Designer who continually maintains a positive attitude while interacting with demanding clients. Serves as the primary point of contact for both in-house and external phone and website queries.
 - Web Designer who goes above and beyond basic administrative tasks and takes on multiple projects at once. Excellent work ethic and strength in boosting company morale.

Quality-focused Web Designer committed to approaching administrative tasks with tenacity and attention to detail. Talented administrative professional with background in correspondence, maintaining databases, scheduling, developing and maintaining electronic and paper filing systems, conducting research, and managing individual projects. Extensive knowledge of all Microsoft software products.

- Web Designer highly passionate about art, technology and the creative processes involved in website creation and Online marketing, including SEO and social media.
- Energetic Web Designer skilled at focusing on finding solutions and meeting deadlines. Committed to producing quality set designs and murals. Fearless Artist willing to take creative risks and push conceptual boundaries. Adobe Photoshop and Illustrator and other Creative Cloud proficiency.

Work Experience

Full-time Editor

1/1990 – 2/1996

**California State Foster Parent Association's quarterly Newsletter
California State Foster Parent Association - Sacramento, CA**

My duties as State Editor was to collect data from around California and the US, including info from other foster parenting organizations, and other foster-care related groups, such as the lobbyist for Foster Care in the California State Capital. I had an ongoing column as Editor, and occasionally, wrote the President's Corner. I attended every board meeting and kept members updated. For both the State and County newsletters, I was responsible for the collection and writing of all content, the mail printing and delivery of the newsletters. As the organizations are non-profits (501c3), funds were tight. To conserve as much as possible yet update members, white space on newsletters was minimal. Members were encouraged to write or call me as Editor with the information they wished to be published.

Editor, Newsletter Chairperson

07/1995 - 12/1999

**Sacramento County Foster Parent Association Newsletter
Sacramento County Foster Parent Association - Sacramento, CA**

I was also the Sacramento County Foster Parent Association's monthly Editor between the years of 1995 and 1999. During that time, I was also a licensed Special Care Foster Parent with Sacramento County and provided specialized medical care in our home to more than 200 infants and children over a 14-year period. I had 5 of our own children still at home, and was homeschooling them while being a foster parent. I trained new foster parents and participated frequently in leadership activities. My specialties were: Grief and grief counseling, keeping good records (medical & documentation, etc.), working with the public.

Association Vice-President

08/1990 - 05/1996

Sacramento County Foster Parent Association - Sacramento, CA

In addition to my positions as Editor, during a 6-year period, I held

leadership positions in both associations.

The longest running position was that of a Vice President of the Sacramento County Foster Parent Association.

I was responsible for conducting meetings and support sessions and conducting fund-raising events. My happiest job was to plan and generate local financial support for our yearly Bicycle Giveaway at our Christmas Party; each child was provided gifts and a shiny new bike for their very own.

I trained new foster parents and participated frequently in leadership activities. My specialties were: Grief and grief counseling, keeping good records (medical & documentation, etc.), working with public school systems and setting up IEPs, and more.

**Newsletter Chairperson and Meeting Program
Church Ward Leadership - North Sacramento, CA**

1988-1991

I was the sole Editor of my local Church handout program, a printed leaflet for patrons of Sunday meetings. This entailed preparing a weekly bulletin, including a calendar of events, in addition to the regular program of the day. I was solely responsible for the collection of data, printing, and copy. It was handed out each week at the start of Sunday meetings. For a short period, I was responsible for creating and distributing monthly Newsletters for the church membership.

Skills

Professional

- Strong command over HTML5, CCS3, XHTML, JavaScript, Adobe Creative Suite, PHP, AJAX, XML, and other applications that aid in web page design, including WordPress
- Ability to communicate with clients in a professional manner
- Excellent knowledge of web designing and development using the latest tools and techniques; maintain a learning environment by attending online courses
- Complete understanding of SEO standards and practices
- Familiar with all aspects of Social Media marketing
- Knowledge of Microsoft Office including WORD and EXCEL
- Familiar and competent in all Virtual Assistance skills such as Office Support, Email, Phone

Personal

- Medical foster parent of Special Needs infants and children for more than 14 years, taking in over 200 during that time
- Familiar with Medical terminology, particularly Pediatrics and Neonatology
- Homeschooled 8 children from 1982 to 2007, 3 of whom are adopted special needs
- Several leadership roles in California State Foster Parent Association as well as in Sacramento County, such as California State Newsletter Chair and Sacramento County VP, and more. Taught Universal Precautions (Dealing with AIDS/HIV) and Grief Support classes
- Several leadership and

Skills and other Communications, (CRM) Customer Relationship Management, Creating Marketing Materials, Manage Databases, Research, Document Creation, Events, Internet Marketing, and other tasks

teaching roles in Church
• Several leadership roles in Political organizations, patriotic and Pro-America, both online and locally, as well as being active in Community by being a Poll Worker as Judge

Education

College Credits

American River Community College 1985-1989

College Credits

Long Beach Community College 1972-1973 Social Work

Certificates:
Social Work, Foster Parent

Portfolio and Recent Work

I have accounts in Freelancer.com and Upwork.com. I have many good reviews from both, particularly in Freelancer.com.

PREVIOUS CLIENT FEEDBACK: *Expressive *Intuitive *Engaging *Proactive *Organized *Detailed *Creates strong and immediate emotional connections *Communicates expressively through lively language/humor *Attractive, personal, and professional style of interaction *Inspires people to become involved advocates *Quickly creates warm emotional connections *Aware of all facets of situation *Able to create swift action *Works to avoid unwelcome surprises *Exhibits a strong will and determination *Expects high-quality results *Prompts A deliberate action. Working towards common goals energizes Shirley, takes pleasure in getting projects finished. *She loves the buzz of a new product or campaign launch. *Unfazed by tight deadlines, Shirley energetically works to get things done. *Captivate others with her vibrant/attractive style of communication. *Approachable, transparent style "open book." *Intuitively understand ideas and feelings of others. *Strategically persuade & inspire others. *Incites immediate action by keeping an eye on potential negative consequences. *Sensitive to the demands and expectations of others. *Sets high expectations & establishes the structure for others to follow through.

My portfolio: <http://designwebpassion.com>

My website: <http://shirleyulbrich.com>

Some websites my partner and I have done recently:

www.genwords.com
www.backgroundbegone.com
www.africatrustacademy.com and their site www.pranary.com
and one of our most recent, www.twineagleimports.com
www.blueskyaire.com and www.apisimaging.com - working