

# SERGIO VON KRETSCHMANN

## WEB SPECIALIST



Website

www.vonkretschmann.com



Cell

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### + EMPLOYMENT

2014 - 2023 | [LIV SOTHEBY'S INTERNATIONAL REALTY](#)  
**Web Specialist**

- Managed a complex WordPress platform supporting a large user base (<700 users). Ensured optimal performance, security, and integration with external systems.
- Collaborated effectively with real estate agents, marketing teams, IT, senior executives and various stakeholders to gather requirements, provide technical expertise, and align website development with business objectives.
- Efficiently managed and integrated property data from MLS into the WordPress platform, ensuring accuracy and consistency across all listings.
- Developed and maintained custom WordPress websites for various departments and initiatives, including landing pages, microsites, instructional content, marketing materials and other digital assets.

2012 - 2014 | [RARE PIXEL DESIGN](#)  
**Creative Director**

- Oversaw daily client operations and product development.
- Managed CMS systems for clients including WordPress, Joomla,
- Developed branding and graphic materials, managed web development, and conceptualized marketing strategies for print, social, web, and advertising platforms.
- Cultivated strong client relationships by effectively communicating and collaborating across various modalities and communication styles.

2005 - 2012 | [TYPESTYLES INC.](#)  
**Project Manager**

- Developed and executed print media campaigns.
- Managed general company operations including graphic design, concept creation, production, technology maintenance, customer service, and daily operations.

2003 - 2005 | [ISLAND DIRECT INC](#)  
**Production Assistant**

- Gained foundational knowledge of pre-press, printing, and media practices.
- Performed tasks such as light typesetting, plating, managing a storefront shop, webmaster services, email marketing, and general store operations.

### + PROFESSIONAL SKILLS

HTML / CSS	MS 365
PHP	MS Sharepoint
Javascript	MS Teams
C++	Google Suite
cPanel	Gemini
SEO/SEM	ChatGPT
Adobe Creative Cloud	Zapier
Photoshop	W3C/WCAG
Dreamweaver	Analytics
InDesign	Crazyegg
Express	Google Analytics
Email Marketing	Awstats
Rezora	Webalizer
MailChimp	CMS
Constant Contact	Wordpress
Trello	Joomla
Canva	Drupal

### + EDUCATION & VOLUNTEERISM

- 2023 [DU CRIMSON CLASSIC 5K RUN](#)  
Volunteered with the HRIC department to support runners by providing water, snacks, directions and checking-in services.
- 2018 [HABITAT FOR HUMANITY](#)  
Assisted in the construction of housing in the Denver metro area to support low-income families. Our LIV Sothebys marketing team volunteered on an ongoing basis.
- 2013 [VENTURE LOCAL FRANKLIN](#)  
Developed and donated a website and online forum for this small business and community support group.
- 2002 [ITT TECHNICAL INSTITUTE](#)  
Completed a program in Information Technology - Computer Networking Systems.