

Sara E. Kocher

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Employment

10/03 to present **Freelance Web Site Producer/Designer** **Self-employed**

Develop web site content and design for organizations in various industries, including entertainment, small business, charitable, scientific research, and others. Clients to date include The Jewish Federation, Comiculture.com, and Community Consulting Associates. Samples of my work are available at www.sara.kocher.org

2/01 to 10/03 **Web Site Producer** **The Jewish Federation, Los Angeles, CA**
7/99 to 2/01 **Web Site Coordinator**

Solely responsible for development and production of the 400+ page web site (www.jewishla.org) of this large nonprofit organization, including determination of site architecture and design as well as creation of content. Coordinated with multiple internal departments and outside vendors to develop and implement site features and design. Produced and designed monthly online newsletter *Federation in Focus* and its associated e-mail newsletter. Developed and created custom online event invitations and scripted ColdFusion event registration system pages. Added JavaScript coding to selected site areas as needed. Solely responsible for maintenance of time-sensitive web content areas, including special event pages, current events highlights, weekly Torah portion, news articles, media releases, and community calendar. Created and adapted graphic elements for the site. Provided web production and design services for associated "satellite" sites. Part of team that developed the annual community handbook, *Guide to the Los Angeles Jewish Community*, into a web application, using a SQL database and ColdFusion interface, saving on annual printing and distribution costs while allowing Federation staff to update on the fly. Member of management team developing future Internet plans for the Federation.

6/97 to 6/99 **Budget Manager** **The Jewish Federation, Los Angeles, CA**

Managed \$1.3 million departmental budget, including allocating funds, reconciling accounts, processing check requests and invoices, and producing variance reports. Prepared and trafficked employee evaluations and personnel paperwork for VP of Communications and Marketing. Supervised department secretarial staff. Implemented free bulk distribution of the Jewish Journal community newspaper, including site selection, vendor coordination, and project budget management. Member of web site development team.

4/96 to 4/97 **Office Manager** **FMS Techniques, Los Angeles, CA**

Responsible for invoicing, purchasing and inventory for small Macintosh consulting company. Designed and developed FileMaker Pro databases. Supervised receptionist.

3/95 to 3/96 **Licensing Manager** **Zorro Productions, Berkeley, CA**

Tracked licensee reports, provided character licensing materials to agents and licensees, and monitored international trademarks for entertainment production/licensing company. Oversaw comic book licensee's editorial decisions, scripts and artwork. Edited and proofread screenplays, comic book scripts, press releases, magazine articles and multimedia project proposals. Responsible for accounts payable and receivable, bookkeeping, tracking foreign tax credits, payroll, and payroll tax reporting. Designed and programmed Lotus Approach database to track licenses.

- 9/93 to 3/95 Operations Manager Castle Rock Computing, Cupertino, CA**
 Managed inventory, invoicing and shipping of software, accounts receivable, collections, and purchasing for small computer software company. Negotiated terms and contract conditions with customers and vendors. Hired all non-technical employees and supervised clerical workers. Assisted engineers with maintenance of company web site.
- 8/91 to 9/93 Office Services Technician California Public Health Foundation, Berkeley, CA**
 Epidemiological research assistant at the Center for Research on Women's and Children's Health. Produced computer charts and graphs of statistical data, edited and proofread papers for academic journals, and created and maintained computer databases.
- 3/88 to 11/89 Assistant Editor Marvel Comics, New York, NY**
 Reviewed and proofread story plots and scripts and assigned work to freelance artists. Edited a variety of projects, including monthly comic books, trade paperback editions, and hardcover volumes reprinting classic material. Supervised production and manufacturing aspects, art and lettering corrections, paste-up, and preparation of mechanicals. Proofread mechanicals, checked printer's proofs, and maintained production schedules. Acted as company submissions editor, reviewing art and writing submitted by the general public.

Education

Mills College, Oakland, California; European history, 1993, B.A. degree

Computer Skills

Dreamweaver	MS Word
Adobe GoLive	Excel
NetObjects TeamFusion	PowerPoint
Photoshop	FileMaker Pro (including scripting)
ColdFusion	Outlook
Quark XPress	Appleworks
HTML scripting	Quicken
Currently learning: PHP, Flash	QuickBooks
Mac OS X and earlier	
Windows NT, 2000, etc.	

References upon request