Jennifer Rothrock

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Work authorisation: EU long-term residence permit, Germany

Website Manager, TYPO3, WordPress, Shopify, WCAG Accessibility

Website Manager with hands-on experience managing multilingual, content-driven web platforms across TYPO3, WordPress and Shopify. I take end-to-end ownership of CMS platforms, structuring content into accessible, SEO-optimised pages, building responsive templates, and improving usability and navigation. I work at the intersection of content, design, and frontend development, bridging stakeholders, developers, and UX teams to deliver clear, maintainable digital experiences.
WordPress Portfolio: rothrockportfolio.com

WORK EXPERIENCE

Website Manager & Designer (WordPress)

Berlin, Germany, Part-time (Remote), August 2025 to present

WordPress website design and management for small business clients.

- Re-design, rebuild and maintain content-driven WordPress sites for small business clients, managing the full workflow from requirements through launch and ongoing updates
- Structure and optimise page content and site architecture to improve clarity, navigation, and usability for end users
- Implement accessibility and SEO improvements across client sites, applying WCAG guidelines and on-page optimisation best practices
- Collaborate directly with small business owners to translate their goals into well-organised, maintainable web presences

Website Manager, SCC Events (TYPO3)

Berlin, Germany, Full-time (Hybrid), January 2025 to July 2025

SCC EVENTS organises Europe's largest running events, including the BMW Berlin Marathon

- Owned end-to-end management of multilingual corporate and event websites built on TYPO3, overseeing content updates, feature rollouts, and technical coordination with an external development agency, ensuring consistent uptime and quality across high-traffic events
- Conducted accessibility and SEO audits across multiple sites, implementing targeted fixes that improved WCAG compliance and search visibility for event pages reaching large international audiences
- Led UI updates and brand implementation across all digital properties, maintaining visual and content consistency across German and English language versions
- Coordinated bug fixes, technical updates, and new feature delivery between internal stakeholders and external partners, reducing turnaround time by managing clear requirements and structured handoffs
- Applied TYPO3 Fundamentals & Structure certification (medienreich) directly in daily CMS work, improving template management and content structuring practices

Frontend Developer, ZenZen.me (ReactJS)

Berlin, Germany, Part-time (Remote), November 2023 to December 2023

Digital health startup with a mobile and desktop app to support women with gestational diabetes.

- Built responsive dashboard features using React, TypeScript, and Tailwind CSS, delivering functional patient-facing UI components within a two-month project timeline
- Integrated Firebase and Firestore for user authentication and data handling, contributing to a secure and reliable data layer for clinical use
- Collaborated with design and clinical stakeholders to ensure frontend solutions met both healthcare requirements and patient usability needs, participating in agile sprint cycles and testing

UI/UX Designer, Orcasound (Figma)

Berlin, Germany, Part-time (Remote), August 2022 to June 2023

Orcasound is an open-source nonprofit platform for orca conservation and public education

- Redesigned the volunteer onboarding website by applying UX research and Figma-based prototyping, resulting in a more consistent and usable onboarding experience for contributors across multiple time zones
- Created a scalable component library in Figma including wireframes, icons, and UI patterns, reducing design inconsistency and enabling faster iteration on new features
- Developed low-code, responsive web interfaces and visual assets for web and digital media, improving the overall quality and coherence of the platform's public-facing presence

SKILLS

CMS Platforms: WordPress, TYPO3, Webflow, Shopify, Contentful
Frontend: HTML, CSS, JavaScript, ReactJS, Responsive Design, Tailwind CSS
Accessibility & SEO: WCAG 2.2, EN 301 549, Accessibility Auditing & Remediation, On-page SEO, Technical SEO, Multilingual Content, Google Analytics, Sistrix
UI/UX & Design: Figma, UI/UX Design, Wireframing, Prototyping
Tools & Workflow: Git/GitHub, Agile/Scrum, Jira
Languages: English (Native speaker), German (B2)

EDUCATION

Certificate in Web Development with AI Tools
cimdata, Berlin, 2026

- Visual Content Editing and Management with Adobe Lightroom
- Advanced WordPress CMS with PHP
- Digital Transformation
- Project Management with IT Software
- Design Development Workflow & Design Systems (Figma)

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 Apparel Design & Construction
Fashion Institute of Technology, New York, USA