

BRITTNEI SCHAEFFLER

WORDPRESS WEBSITE CREATOR
ASSISTANT PROFESSOR
EDUCATION ENTHUSIAST

Brittnei.schaeffler@gmail.com - Orange County, CA

[Click here](#) for custom WordPress page for Stride.

TO THE TEAM AT STRIDE:

It is with great excitement and experience that I apply for the position of Jr. Full Stack WordPress Developer. I offer 8 years worth of knowledge in WordPress design and 4 years of experience working professionally with schools. I have both created my own WordPress website and worked with outside IT administrators to help additional organizations develop theirs. Realizing this, I truly believe I fulfill the unique combination of experience in web design and with schools required for this position.

In 2015, my journey with WordPress began upon finishing graduate school. It was my goal to create a website where I could share educational information related to conservation science with the public. Since then, I have been working as an independent content creator and consultant using WordPress as the platform of choice. Currently, I am the CEO of a non profit called, [Frost Fund](#). Through Frost Fund, I regularly use my WordPress site to share work completed with outside non profits, to promote education, and to increase public engagement with science.

It is through years of hands-on experience that I have taught myself how to use the many functionalities and features of WordPress; including theme choice, customizing options, troubleshooting, page layout, engagement tracking, and more. I have found that I thoroughly enjoy WordPress web design every time I set out to update a page or completely renovate a site. I am also able to quickly overcome web design challenges when they arise.

Recently, I was hired in collaboration with Priceless Pet Rescue to use my skills in content creation and WordPress to assist with the design of 3 new location web pages: the [Chino Hills](#), [Claremont](#), and [Costa Mesa](#) rescues. On each of these pages, I was able to successfully work with staff to create, write, film, and edit appropriate web content before finally publishing on each web page with the approval of their IT department.

Additionally, for the past four years I have been an assistant professor of science at Vanguard and Chapman University. Working with the faculty, staff, and students at each of these schools has enabled me to further develop my strong belief in the power and importance of education. I am certified in Online Design and Teaching for impact, each semester I organize and instruct up to 15 units, and I have been selected for three years in a row as the key speaker at graduation events. I share this to amplify how my experience working with schools and comfortability communicating with staff will no doubt translate into successful WordPress website designs.

Lastly, I would like to point out that in addition to building WordPress sites, I am also a video creator, speaker, editor, and writer. I do believe that being able to create the content necessary for web pages without always having to go through an outside marketing company could be helpful. Ultimately, being able to channel my skills in WordPress web design to create easy to navigate and visually appealing websites for schools would be an honor. Below are a few examples of WordPress web pages and content I have produced:

- **Frost Fund:** The [entire site](#) and all content included.
- **Priceless Pets:** Collaborate with organization's IT to draft, edit, and publish written and visual content.
 - For example, a majority of the verbiage and all videos published on the [Chino Hills](#), [Claremont](#), and [Costa Mesa](#) location pages were produced by myself.
 - Organize, film, design, and create content showcasing [staff interviews](#) and [animal rescue missions](#); including the emergency rescue of over [300 shelter animals](#) from euthanasia in Texas.
- **US Humane Society and additional partners:** Lead content creator, scriptwriter, director, and speaker in weekly updates for the Nation's largest 4,000 [Envigo beagle](#) rescue mission. (Videos produced for outside webpage.)

I look forward to the possibility of a new professional adventure and career with Stride.

Thank you for your consideration,
Brittnei Schaeffler

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<https://frostfund.org>

[VIEW CUSTOM WORDPRESS PAGE FOR STRIDE.](#)

EDUCATION & CERTIFICATIONS

MASTER OF SCIENCE

Edinburgh Napier University, 2015.

BACHELOR OF SCIENCE

Chapman University, 2012.

VANGUARD UNIVERSITY

Certified in Online Design and Teaching for Impact, 2021.

CORNERSTONE FOUNDATION

Certified in the Fundamentals of Grant Writing and Non Profit creation, 2023.

NATIONAL ACADEMY OF SPORTS MEDICINE

Certified Personal Trainer and Fitness Nutritionist, 2015 & 2017.

STRIDE WORTHY FACTS

- From 2012 - 2018, I attended many community-based school events while working in the entertainment department with the [Anaheim Ducks](#).
 - It was from this job that I grew a deeper love for interacting with and bettering schools in Southern California.
 - One of my favorite school functions was the Duck's First Flight event. Elementary students from throughout the county would come to learn about physics and science through the lense of hockey.

ABOUT

For the past 8 years, I have gathered strong experience in using WordPress; while building my own website and working as a content consultant. Additionally, I have 4 years experience working in education as an assistant professor at two different campuses. Personally, I have a heart for creativity, web development, communication, and for networking with outside organizations to accomplish their goals.

JOB RELATED EXPERIENCE

WORDPRESS WEBSITE CREATOR

[Frost Fund](#) and [Priceless Pet Rescue](#).

2015 - Present

- 8 years experience with WordPress web design derived from hands-on experience.
 - I weekly use and troubleshoot with WordPress to update and design pages.
 - I have developed logos and marketing content using WordPress premium's additional connections to Fiver.
- Strong understanding of WP themes, engagement monitoring, and site maintenance.
- Hired independently to assist Priceless Pet Rescue with the building of 3 new WP pages for their website; including the layout, format, written, and visual content.
- Communicated with outside staff, volunteers, and managers to create custom, accurate, and timely web page content positively showcasing the organization.
- Quick learner, creative thinker, strong communicator, and eager project planner.

ASSISTANT PROFESSOR OF SCIENCE

Vanguard and Chapman University

2019 - Present

- 4 years experience working in education and curriculum creation.
 - Design and instruct 12 to 15 units each semester of lecture and lab courses.
 - Selected 3 years in a row as the keynote speaker for VU's Liberal Studies Honor Society commencement.
 - Certified in Online Design and Teaching for Impact.
- Strong knowledge of key components necessary to create a useful school website.
- Awareness of how to professionally communicate with school staff and faculty.
- Passion for promoting the importance of education and encouraging others.
- Strong organizational skills and attention to detail as required to clearly plan and communicate 16 weeks worth of learning at the start of a semester.

ADDITIONAL PROFESSIONAL EXPERIENCE

CEO FROST FUND

www.frostfund.org

2015 - Present

- Strategically assist local/international animal nonprofits in reaching their content creation, education, and public relation goals.
- Create engaging written and visual educational content by filming, editing, writing, and narrating videos for website and social media purposes. (Fluent in creating Wordpress websites and design.)
- Write captions and create verbiage to be used in organizational email campaigns and featured on websites.
- Collaborate with non profit staff and volunteers to increase overall branding success and public impact.
- Lead writer and narrator of compelling written and visual stories used by nonprofit's and communications teams.
 - Examples include:
 - The 4,000 Envigo Beagle [Rescue Mission](#) video campaign, three Priceless Pet [website pages](#); video and verbiage, the [Ukraine animal rescue](#) initiative and interviews, managing the [Red List Rescue](#) social media advocacy team.
- Lead meaningful [podcast](#) interviews with guest speakers and publish accompanying posts tailored to interview summaries.
- Direct and coordinate multiple video production and outreach projects both independently and on teams.

BOARD MEMBER AND LOCAL TV SHOW HOST

Friends of Long Beach Animals

2019 - Present

- Selected out of over 100 applicants to be the host and face of [Paws TV educational series](#) (as featured on Roku).
- Attend bi-weekly board meetings to discuss non profit agenda and goals.
- Share passion for education and animal welfare within the Long Beach school district and additional viewers.

LEAD NATURALIST FOR ECOCENTER EDUCATION

Ritz Carlton, Dana Point

2015 - 2016

- Selected as the lead guide for outdoor educational excursions such as whale watching, nature walks, and snorkeling.
- The first Naturalist to design, create, and host several hands-on unique ecosystem educational projects for kids.
- Frequently collaborated with other hotel departments for event coordination and success.

BLOG MANAGER AND SUSTAINABILITY PROJECT COORDINATOR

FirstCarbon Solutions

2013 - 2014

- Edited and published weekly company [blog posts](#) to the FirstCarbon Solution's website.
- Crafted story ideas and wrote compelling and educational content for the company blog.
- Coordinated project timelines, budgets, and needs with the sustainability team.
- Scheduled priority meetings with participating local and international carbon disclosure supply chain members.