



# EMILY McCORMICK

FRONT-END WEB DEVELOPER

## ABOUT ME

I'm a front-end developer with 10 years experience in apparel and footwear buying. After graduating from General Assembly, I have re-entered the retail world in an exciting new capacity as a front-end developer. My unique background creates smooth and easy communication with the customer about the development processs, timeline, and requirements.

## CONTACT

160 East 3rd Street, APT 2F  
New York, New York 10009

emily.mccormick@gmail.com

embot415

917 509 7863

/mccormickemily

emily-mccormick.com

## EXPERIENCE

### FRONT-END WEB DEVELOPER

**Freelance | 2TenInteractive | 2016 - Present**

I freelance for a boutique web development firm doing both account management and web development work. I work primarily on Shopify sites, but also maintain websites on Magento, SquareSpace, LightSpeed, Wordpress, and CrateJoy.

Account Management tasks involve client onboarding, communicating timelines, progress updates, and follow-up. Development tasks include coding HTML emails and webpages from wireframes including photo optimization/updating, setting up integrations such as 3rd party pixels, Slick Slider carousels, PayPal buttons, Mailchimp, 123Forms, and WayPoints. QA major updates before publication.

### SOCIAL MEDIA & SEO MANAGER

**Covetly | 2016**

I created and executed social media campaigns that resulted in a 500% increase in followers. I led the team in improving the SEO and ASO for the app. Participated in wireframing for the next evolution of the app.

### BUYER

**G.H. Bass & Co | 2005 - 2015**

I created tailored product assortments for multiple channels that fit the brand integrity through partnerships with our internal apparel design and sourcing teams as well as third party suppliers. Managed the full life-cycle of the product. Developed and implemented seasonal and quarterly strategies for merchandise plans.

## EDUCATION

### WEB DEVELOPMENT IMMERSIVE

General Assembly | 2016

### BS BOTANY

Miami University | 1998 - 2002

## SKILLS

Photoshop



InDesign



Illustrator



Word



Excel



HTML/CSS



jQuery



Magento



Shopify



MEAN stack



Angular.js



Ruby on Rails



PostgreSQL



HTML emails

