

Web Marketing Specialist- Front End Dev Web Marketing Specialist- Front End Dev Front End Web Developer / Designer North Hollywood, CA I m a driven professional with a broad technical skill set. I m an excellent communicator experienced in interpreting and implementing stake holder visions. I m mostly known for my ability to multi-task multiple pressing projects. I thrive in team environments and am ready for a position that will challenge me and allow me to grow in my career. I love to learn and am hungry to learn some more back- end technologies. Authorized to work in the US for any employer

Work Experience

Web Marketing Specialist- Front End Dev J2 Global - Hollywood, CA
November 2016 to Present

- Ongoing content management
- Advise internal groups on all issues relating to website
- Work with marketing content teams to develop, create, and publish compelling website content
- Partnered with CRO manager to plan and execute a/b testing plans, performance analysis, and test set up
- Design, develop, and execute site architecture and navigation including site redesigns and upgrades
- Improve page load times using page insights, and best practices
- Assist with web tracking implementations including GTM and dataLayers
- Work with back- end engineers on troubleshooting and Q&A.

Lead Web Developer Jenny Yoo Collection - Hollywood, CA
May 2015 to October 2016

- Design, developed, and maintained e-commerce website in Magento
- Developed and launched wordpress blog
- Designed and scheduled e-mail campaigns via Mail Chimp
- Implemented e-commerce tracking via Google Analytics
- Implemented new apps/modules via Magento to enhance shopping experience
- Implemented SEO best practices
- Managed/uploaded inventory via XML Import
- Designed marketing collateral for print (brochures, booklets, labels, promo items)
- Designed company press book, policy contract forms, and legal documents

Web Content Production Associate - Contract Precision Dynamics - Valencia, CA
February 2015 to May 2016

- Managed over 10,000 products in Magento Enterprise
- Led their Amazon project, with a goal to upload 7,000 items
- Shot product photography
- Created web banner ads for media campaigns

Front End Developer - Intern Graphiti Media Group - Studio City, CA
June 2013 to February 2014

- Designed and developed numerous client websites in wordpress, including custom theming and templating
- Worked on content updates for e-commerce site X-cart and Magento

Education

Bachelor's Degree in Web Design & Interactive Media The Art Institute

June 2015 President's Honor Roll The Art Institute September 2014 Skills HTML 5 (6 years), CSS3 (6 years), Bootstrap (3 years), JQuery (3 years), Photoshop (8 years), Illustrator (6 years), MySQL (5 years), Wordpress (7 years), Digital Marketing, Email, HTML, Email Marketing, Hubspot Links <http://linkedin.com/in/elvasandoval> <http://elvasandoval.com/portfolio>

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