

# ELIZABETH LIPTON

---

## TECH SKILLS

**Languages/Frameworks:** HTML, CSS, SASS, Bootstrap, Foundation, JavaScript, jQuery

Some exposure to: ASP.NET MVC, ASP.NET Core, React, Vue, Handlebars, PHP, Git, Gulp, Python, Django, JSON, Materialize

**CMS:** WordPress, HubSpot, Squarespace, Wix

**Ecommerce:** BigCommerce, Shopify, WooCommerce, Nexternal

**Email:** Salesforce Marketing Cloud/ExactTarget, MailChimp, Emma, Constant Contact, Klayvio, ReSci

**Design:** Adobe Creative Suite, InVision, Sketch, Figma

**Google:** Analytics, Tag Manager, Optimize, Webmaster Tools, Search Console, Ads

## EXPERIENCE

### Senior Web Development Manager, Oral Care Digital Commerce — Procter & Gamble

JANUARY 2022 - PRESENT

- Piloted server side tagging (sGTM) with Facebook Conversion API (CAPI) and GA4 for the company
- Lead page speed optimization strategy and implementation
- Managed end-to-end strategy and implementation of MVT testing for conversion rate optimization
- Developed custom landing pages and optimized/maintained several Oral Care ecommerce stores in BigCommerce (HTML, SASS, JavaScript, Handlebars)
- Ensured compliance with company policies across stores
- Implemented and optimized tracking pixels and tool integrations via Google Tag Manager

### Web Developer, Oral Care DTC — Procter & Gamble

NOVEMBER 2020 - JANUARY 2022

- Developed custom landing pages and optimized/maintained several Oral Care ecommerce stores in BigCommerce (HTML, SASS, JavaScript, Handlebars)
- Implemented new tools and functionalities to better track and increase CVR
- Ensured compliance with company policies across stores
- Implemented and optimized tracking pixels and tool integrations via Google Tag Manager

### UI/UX Developer — Randstad Technologies (assignment at Procter & Gamble)

MARCH 2020 - NOVEMBER 2020

- Supported a variety of P&G brands as a member of the GrowthWorks Bench
- Developed custom landing pages and optimized/maintained several stores in BigCommerce (HTML, SASS, JavaScript, Handlebars)
- Developed responsive HTML emails (HTML, CSS, Klayvio, RetentionScience)
- Implemented pixels via Google Tag Manager

## Web Developer — *HyperDrive Interactive*

FEBRUARY 2019 - MARCH 2020

- Developed and edited web pages for variety of B2C and B2B clients using HTML, SASS, CSS, JavaScript, with some exposure to ASP.NET MVC and ASP.NET Core
- Lead developer on BigCommerce (HTML, SASS, Handlebars)
- Developed landing pages in variety of CMS including WordPress, HubSpot, Shopify and Nexternal (HTML, CSS, some JavaScript/jQuery, PHP)
- Developed responsive HTML emails in Salesforce Marketing Cloud, MailChimp, Emma, Constant Contact and HubSpot (HTML, CSS)
- Implemented tracking pixels for Google Analytics, Google Ads, Google Tag Manager and Facebook Pixel (HTML, JavaScript)
- Developed HTML5 banner ads in Adobe Animate

## Project Manager / Web Developer — *HyperDrive Interactive*

MARCH 2016 - FEBRUARY 2019

- Worked with variety of B2B and B2C clients to identify needs and goals, and develop digital marketing plans that spanned website optimizations, content strategy, email marketing, SEO, SEM and social media
- Developed and executed the digital marketing share (included email, paid search, social media, website content and SEO) of a \$3MM CPG campaign that drove ~15% increase in sales, a 1,000% increase in site traffic and a 300% increase in website conversions (coupon prints with email capture)
- Analyzed performance of digital campaigns and recommended optimizations
- Developed responsive HTML emails in Salesforce Marketing Cloud, MailChimp, Emma, Constant Contact and HubSpot (HTML, CSS)
- Developed landing pages in variety of CMS including WordPress, HubSpot, Shopify and Nexternal (HTML, CSS, some JavaScript/jQuery, PHP)

## Web Specialist — *CBT Company*

DECEMBER 2014 - MARCH 2016

- Designed and developed company blog (WordPress custom theme - HTML, CSS, some PHP)
- Designed and developed landing pages in custom ecommerce CMS (HTML, CSS)
- Wrote and executed company's first digital marketing strategy (included website/ecommerce, blog, SEO, email, social media)
- Selected as digital marketing leader in the distribution industry and presented digital strategy and best practices to a group of owners and CEOs at industry conference
- Awarded 2014 & 2015 tED Magazine Best of the Best Award

## Marketing Coordinator — *CBT Company*

DECEMBER 2012 - DECEMBER 2014

- Designed variety of internal and external collateral for print and web, including flyers, brochures, signs, booklets, website banners and newsletters
- Assisted in event planning and execution
- Managed all content updates to company website in custom CMS
- Was the marketing lead on website redesign, with focus on building out ecommerce offerings
- Emphasized the need for digital marketing to company management, leading to the creation of the Web Specialist role

## Staff Writer — *The Evening Leader*

JUNE 2011 - DECEMBER 2012

- Wrote variety of breaking news and feature articles for six-day-a-week newspaper
- Contributed to daily layout of paper (Adobe InDesign), daily website updates (custom CMS)

## CONTINUED EDUCATION

### Girl Develop It Cincinnati

- Intermediate HTML/CSS
- Introduction to SASS
- Introduction to JavaScript/jQuery
- Introduction to Python
- Introduction to Git/Github
- Intermediate Python - Introduction to Django

### RMOTR

- Advanced Python Programming (via scholarship with Women Who Code)

### Udemy

- React - The Complete Guide (including Hooks, React Router, Redux)

### Big Nerd Ranch

- Full-Stack and React Essentials Bootcamp

## EDUCATION

### Ohio University — *Bachelor of Science in Journalism (specialization in Online Journalism)*

2007 - 2011

### William Mason High School

2004 - 2007

## CERTIFICATIONS

- Google Analytics
- Google Tag Manager Fundamentals
- Google Ads Search

## ACTIVITIES

### **Board Member / Website Manager** — *Cincinnati Broomball Association*

APRIL 2017 - PRESENT

- Aid in organization of league schedules, special events and league communications
- Design and develop league emails in MailChimp
- Design and development of new league website (WordPress)

### **Dog Volunteer** — *Save the Animals Foundation (STAF)*

JULY 2014 - PRESENT

- Care for dogs (feeding, cleaning, walks, etc.)
- Occasional event and website (WordPress) support

### **Teaching Assistant** — *Girl Develop It Cincinnati*

MARCH 2017 - DECEMBER 2018

- Help Introduction to Python students with problems/questions that arise in class and with homework assignments