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ELIZABETH LIPTON

TECH SKILLS

Languages/Frameworks:
   Proficient in: HTML, CSS, SASS, Bootstrap, Foundation, Handlebars, JavaScript, jQuery, JSON, Git, Gulp
   Some exposure to: ASP.NET MVC, ASP.NET Core, C#, React, Vue, PHP, Python, Django, SQL, Materialize, Tailwind
CMS: WordPress, HubSpot, Squarespace, Wix
Ecommerce: BigCommerce, Shopify, WooCommerce, Nexternal, Tebex
Cloud: Some exposure to: GCP, Azure
Email: Salesforce Marketing Cloud/ExactTarget, MailChimp, Emma, Constant Contact, Klayvio, ReSci
Design: Adobe Creative Suite, InVision, Sketch, Figma
Google: Analytics (UA and GA4), Tag Manager, Optimize, Data Studio, Search Console, Ads

EXPERIENCE

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

JANUARY 2022 - PRESENT

- Drove a 20% increase in CVR managing end-to-end strategy and implementation of MVT and A/B testing for conversion rate optimization in Google Optimize (HTML, CSS, SASS, JS)
- Lead technical implementation and troubleshooting of tagging and data collection on sites, ensuring data was captured and flowed to platforms (Google Analytics, Segment, media platforms) as expected (HTML, JS)
- Lead page speed / Core Web Vitals strategy and implementation, resulting in two sites passing all CWV, while others passed FCP and CLS and made a 35% improvement in LCP measured in Google Page Speed Insights
- Piloted server side tagging (sGTM) with Facebook Conversion API (CAPI) and GA4 for the company
- Developed custom landing pages and optimized/maintained several ecommerce stores in BigCommerce (HTML, SASS, JavaScript, Handlebars)
- Recognized with the "Black Widow Award" by IT peers for being a reliable team member that gets work done behind the scene

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

NOVEMBER 2020 - JANUARY 2022

- Developed custom landing pages and optimized/maintained several ecommerce stores in BigCommerce (HTML, SASS, JavaScript, Handlebars)
- Lead technical implementation of new tools and functionalities to improve the user experience across several sites
- Ensured compliance with company security, privacy and accessibility policies across stores
- Implemented and optimized media pixels and tool integrations via Google Tag Manager

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

MARCH 2020 - NOVEMBER 2020

- Audited and provided UX recommendations to improve site experience for several P&G brands
- Developed custom landing pages and optimized/maintained several stores in BigCommerce (HTML, SASS, JavaScript, Handlebars)
- Developed responsive HTML emails (HTML, CSS, Klayvio, RetentionScience)

Web Developer — *HyperDrive Interactive*

FEBRUARY 2019 - MARCH 2020

- Developed and optimized web pages for variety of B2C and B2B clients using HTML, SASS, CSS, JavaScript, jQuery, with some exposure to ASP.NET MVC, ASP.NET Core, JSON, Vue
- Lead developer on BigCommerce and Shopify (HTML, SASS, JS, Handlebars)
- Developed custom landing pages and templates 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, Facebook Pixel via Google Tag Manager (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, goals and KPIs,, and developed digital marketing plans that spanned website UX optimizations, conversion rate optimization, content strategy, email marketing, SEO, SEM and social media
- Developed and executed a $3MM digital campaign (included email, paid search, social media, website content, UX optimizations and SEO) that drove a 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 (social, search, email) and recommended optimizations
- Overhauled agency's reporting templates for client presentations and built the agency's first data dashboards in Google Data Studio
- 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
- Took 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 4
- Google Analytics (UA)
- 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

Intro to Python 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