ELIZABETH LIPTON

DEVELOPER

TECH SKILLS

Languages/Frameworks: HTML, CSS, SASS, Bootstrap, JavaScript, jQuery
  Some exposure to: ASP.NET MVC, ASP.NET Core, Vue, Handlebars, PHP,
  Git, Gulp, Python, Django, JSON, Materialize
CMS: WordPress, Joomla, HubSpot, Squarespace
Ecommerce: BigCommerce, Shopify, WooCommerce, Nexternal
ESP: SFMC/ExactTarget, IBM Marketing Cloud, MailChimp, Emma, Constant Contact
Design: Adobe Creative Suite, InVision
Google: Analytics, Tag Manager, Webmaster Tools, Search Console, Ads

EXPERIENCE

Web Developer | HyperDrive Interactive
February 2019 - Present

- 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 $3M 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)

ELIZABETH LIPTON

DEVELOPER

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)

ELIZABETH LIPTON

DEVELOPER

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 (scholarship through Women Who Code)

EDUCATION

Bachelor of Science in Journalism
Ohio University | 2007-2011
Specialization: Online Journalism

William Mason High School
2004-2007

CERTIFICATIONS

Google Analytics Certification
Google Adwords Search Certification
Google Mobile Sites Certification

IBM Marketing Cloud Professional
Certification

ACTIVITIES

Board Member | 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