

ELISA NICOLE ELLIS

ELISANICOLE.COM

GITHUB.COM/ELISANIC

858 354 1678

ENELLIS2010@GMAIL.COM

CERTIFICATIONS

OPTIMIZELY DEV CERTIFIED

Jul 2016

OPTIMIZELY PLATFORM CERTIFIED

Dec 2015

TRAINING

CONVERSION CONFERENCE

Las Vegas | May 2015

SCALING USER INTERFACES

Nielson Norman Group | Feb 2015

LANGUAGES

Javascript / ES6 / NodeJS

HTML / HTML5

CSS / CSS3 / SASS

SQL

Liquid

PROGRAMS

Photoshop CS6 & CC

Illustrator CS6

Adobe Creative Suite CS6

OTHER

Shopify / ThemeKit / Slate

Optimizely

Git

Asana

Agile Methodology

Google Tag Manager

Google Sheets

EDUCATION

Bachelor of Arts, Interdisciplinary

Computing and the Arts, 2010

University of California, San Diego

CORE COMPETENCIES

- Problem solver and independent thinker with ability to work under pressure, meet deadlines, and drive projects from inception to execution.
- Experience working directly with eCommerce Strategists, Quality Assurance, Project Managers, and Back-end Developers daily.
- Conversion rate optimization testing (CRO).
- Component-driven development.

PROFESSIONAL EXPERIENCE

BVACCEL, Los Angeles, CA | Shopify eCommerce agency

ECOMMERCE SOLUTIONS MANAGER (Mar 2018-present)

- Automated capacity dashboard to allow detailed view into agency's resource distribution. Resulted in significant decrease in administrative work and increased accuracy, allowing leadership to make hiring and contract approval decisions.
- Built an automated Google Sheets application to show PTO across the entire organization. Provided visibility into resources on vacation and how that impacts ability to deliver work.
- Implemented a task-level tool to compare time estimates to actual time tracked. Provided new data to see how accurately resources are estimating work. Allowed project managers to provide more accurate timelines and due dates.

FRONT END DEVELOPER (Jun 2016 - Mar 2018)

- Strategically planned a phased approach to increase an enterprise-level client's eCommerce site speed. Overall site load time decreased by 30%; Super collection page load time decreased by 66%. Client increased retainer spend with BVACCEL by \$5000 monthly following this project.
- Delivered an eCommerce Replatform from Shopatron to Shopify site under budget by 12% and 1 week early. Sole developer on the project.
- Completed client training on controlling their content using Shopify's admin.
- Built a product collection page with lazy loading that became the new standard for pages of that type within the agency.
- Delivered an eCommerce replatform from Magento to Shopify. Restructured the product data to match the new product detail page and collections page data structure. Custom Shopify functionality to match Magento's parent / child product relationship.

DMV.ORG, San Diego, CA | Online resource for DMV information

FRONT END DESIGNER (Jun 2014 - Jun 2016)

- Built over 25 Optimizely tests per month for a top 200 website.
- Analyzed and reported results using Omniture.
- Built a CRO (Conversion Rate Optimization) process and plan for a full team.

ECODIRECT.COM, Vista, CA | Online renewable energy store

FRONT END DEVELOPER (Apr 2011 - Mar 2014)

- Grew corporate eBay store from zero to over 300 feedback.
- Developed a system to process new orders rapidly. "Top Seller" status.
- A/B tested to find the best review platform for Google Shopping reviews.