

# Elisa Nicole Ellis

**ELISANICOLE.COM**

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## Technical Skills and Certifications

### CERTIFICATIONS

Optimizely Platform Certified (Dec 2015)

Optimizely Developer Certified (Jul 2016)

### TRAINING

Conversion Conference Las Vegas  
May 2015

Scaling User Interfaces  
Nielson Norman Group, Feb 2015

### PROGRAMS

Photoshop CS6, Illustrator CS6

### LANGUAGES

HTML/CSS, jQuery

### OTHER

Optimizely, Asana, Github, Shopify, Agile

## Education

### UNIVERSITY OF CALIFORNIA, SAN DIEGO

Bachelor of Arts, Interdisciplinary Computing and  
the Arts

Graduated June 2010, GPA 3.48

## Work Experience

### **BV ACCEL, San Diego / Los Angeles, CA** **Front-End Developer (June 2016 - Present)**

**Optimized a client's site to run 40% faster** by analyzing pain points, listing them out in order of potential impact and then working with my Project Manager and Account Strategist to realize those changes.

**First developer to come in under budget (by 30%)** on a new build / Shopify replatform.

### **DMV.ORG, San Diego, CA** **Front End Designer (June 2014 - June 2016)**

**Built over 25 A/B tests per month** for a top 200 website. Analyzed and reported results using Omniture.

**Worked with Director of Conversion** to build a CRO process and plan for an eventual full team. Kept department running smoothly while manager was on paternity leave.

**Gave a talk to the company** about Conversion Optimization.

### **ECODIRECT.COM, Vista, CA** **Web Developer (April 2011 - March 2014)**

**Grew corporate eBay store from zero to over 300** feedback. Developed a system to process new orders rapidly. "Top Seller" status.