

Ambitious and MBA-educated Data Analyst with a capacity for learning and producing at a fast pace. At every organization, I turn complex and messy problems into nice digestible products. I enjoy helping people achieve their goals either through creating useful and productive tools or bridging the communication gap between technicians and consumers.

## SKILLS SUMMARY

- **Full Stack Programming:** Python, SQL, JavaScript, HTML, CSS, Bootstrap
- **Data Analytics & Visualizations:** Matplotlib, D3, Leaflet, Tableau, Excel VBA
- **E-Commerce & Marketing:** more than 15 years prior experience in digital marketing.
- **Project Management:** for corporate and small business websites, digital asset systems.
- **Creative & Entrepreneurial:** striving for big goals and achieving quantifiable results.

## PROJECT HIGHLIGHTS

- **Full Stack Development:** <https://github.com/ellemonke/full-stack-project>  
Built a unique correlogram and a responsive website (Python, JavaScript, Bootstrap).
- **Machine Learning:** <https://github.com/ellemonke/machine-learning-project>  
Calculated a predictive model, built an app and a Flask website (Python, Scikit-learn).
- **Data Analysis:** <https://github.com/ellemonke/eco-analysis>  
Developed the story and color coding, charted land usage (Python, Pandas, Matplotlib).
- **Geomapping:** <https://github.com/ellemonke/leaflet-challenge>  
Created an interactive map of earthquake data (JavaScript Leaflet, D3, MapBox API).
- **E-Commerce:** <https://www.vintalier.com/>  
Designed the layout, UX, and add-ons; integrated into Google Shopping and Facebook.

## EXPERIENCE

**Owner, Entrepreneur**  
**Vintalier LLC**

Portland, OR

02/2009 – 02/2020

- Founded and grew a successful multi-channel retail store, initially e-commerce then as a brick-and-mortar in 2013 and moved Downtown in 2017 to a 1200 sqft space.
- Designed online and financial KPIs to forecast the purchasing of ~\$40K of product each season, analyze sell-through, determine cash flow, and identify market trends.
- Sold on four e-commerce platforms and regularly implemented new e-commerce plugins, social media integration, shipping optimization, and analytics.
- Determined the strategic and creative direction for the brand, executed multi-channel marketing strategies. Managed part-time staff.

**Marketing Manager** Tainan, Taiwan & Newark, DE 07/2009 – 11/2010  
**Motech Industries Inc.**

- Overhauled the corporate website to a content management system (SharePoint) and trained 30 stakeholders from 7 business groups across 4 languages to be self-sustaining.
- Managed an international marketing budget of ~\$100K and reduced costs ~\$42K.
- Launched a new technical product line and >\$20M worth of new product sold out.
- Drove the strategic and creative direction of quarterly advertising campaigns.
- Worked closely with C-level executives and marketing agencies to lead a re-brand.

**Freelance Digital Producer** Portland, OR 06/2008 – 06/2009  
**ID Branding & Exprima**

- Managed feature enhancements for Intel's internal digital asset management system.
- Project managed new websites for small businesses in an agency environment.

**Digital Producer** Beaverton, OR 11/2006 – 03/2008  
**Nike (Contract)**

- Cleaned 48% of the intranet in obsolete sites; defined account management procedures and implemented chargebacks; recouped an estimated \$340K in annual costs.
- Served as interim Senior Digital Manager; facilitated progress during leadership and IT transitions, functional changes, server and software upgrades, and an intranet refresh.
- Managed 250+ internal accounts and trained clients about new self-publishing tools.

**Web Content Developer** Hillsboro, OR 11/2005 – 11/2006  
**Intel (Contract)**

- Contributed to the rollout of Intel re-branding while launching product sites monthly.
- Designed live site mockups by popular request and localized content.

**Senior Technical Web Writer** La Jolla, CA 04/2004 – 07/2005  
**San Diego Supercomputer Center**

- Architected and transitioned a 400-page, cross-departmental website to an upgraded server. Reduced storage consumption by over 40%.
- Developed an extensive survey to define the mission and objectives of user services.
- Collaborated with engineers to write documentation on supercomputing technology.

**Web Developer/Designer** San Diego, CA 10/2002 – 04/2004  
**Virtual Reality Medical Center**

- Successfully launched an e-commerce project from conception to completion.
- Monitored Overture and AdWords to improve search engine optimization and statistics.

## **EDUCATION**

- Certificate, Data Analytics, A+ (2020) – University of Oregon Boot Camp
- MBA, Marketing (2012) – Marylhurst University
- Certificate, Apparel Entrepreneur (2012) – Portland Fashion Institute
- BA, Computing and the Arts (2002) – University of California, San Diego