



## Elliott Mejia

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### Languages

JavaScript (+ Typescript)

Python

HTML

CSS (SASS, Tailwind)

R

Liquid

### Frameworks

React

Next.js

Astro

Django

### Tools

GitHub

Jira

Asana

Figma

Photoshop

Illustrator

Vi/Vim/Neovim

### Database

MongoDB

SQL

GraphQL

### Platforms

Shopify

WordPress

AWS

Netlify

Vercel

Heroku

### Marketing

SEO/SEM

Analytics

Email Marketing

SMS Marketing

Lead Generation

### Certifications

Shopify

## Marketing Technology Consultant - Datamark Digital - Los Angeles, CA

*(June 2023 to Present)*

- ↳ Developed and deployed several lead-generation automations in Python utilizing the Lead Scrape, D7, and High Level APIs. This resulted in a ~1200% increase in lead generation efficiency.
- ↳ Created a business database in MySQL, optimizing data storage and retrieval processes to enhance the accuracy and efficiency of client information management. Additionally, integrated data analytics tools that enabled real-time insights into customer behavior, empowering marketing strategies with actionable data points.
- ↳ Collaborated directly with CEO Joe Weaver in defining data structures, developing custom data pipelines, and implementing data-driven marketing strategies.
- ↳ Led a team of outsourced web developers, efficiently reducing the average MVP staging time to one month, thus accelerating pre-revision project delivery timelines.
- ↳ Offered my expertise towards revisions, providing professional, personalized support to development-oriented projects and improving client satisfaction.

## Front End Developer (contract) - Dolls Kill - Los Angeles, CA

*(March 2023 to June 2023)*

- ↳ Under scope of contract, executed a strategic transition of a Magento-imported theme to Shopify 2.0, enhancing website usability and performance.
- ↳ Leveraged PHP to optimize e-commerce backend processes, enhancing code maintainability, rendering speed, and scalability along with the use of PostgreSQL.
- ↳ Leveraged Mustache templating, developed reusable components and refactored legacy code, improving workflow efficiency and site performance. Many of these templates were refactored into components, while some were updated on the fly.
- ↳ Spearheaded the development of a bespoke wishlist app using Tailwind CSS.
- ↳ Improved collection page performance by 15% by refactoring Javascript to Liquid.
- ↳ Utilized React CDN to create hydrating components, mitigating the need for page refreshes in some areas.

Liquid Storefronts for Theme  
Developers - 2022

## Google

Google Data Analytics - 2024

- o Significantly refactored Dolls Kill's codebase, balancing creative and technical needs as the website shifted to a more formal development process at the same time as a redesign.

## Ecommerce Developer - Lauren Moshi - Commerce, CA

*(November 2021 to March 2023)*

- o Pioneered the adoption of a git-based theme management system for Shopify themes, creating a scalable and efficient framework with stability as a KPI.
- o Designed and created three new storefronts in use by the company: Lestien, Michael Lauren, and Lauren Moshi.
- o Led a meticulous audit of business data, enhancing product administration efficiency and dramatically reducing categorization inconsistencies.
- o Created a custom Shopify app to attach webhooks to Listrak, eliminating the need for Shopify Plus and saving the company \$2,000 per month.
- o Created an internal database of product inventory, sales, and customer data, enabling the company to make data-driven decisions and optimize marketing strategies.
- o Took and edited product photos in our professional studio as a backup photographer.

## Education

### Icon College of Music

*Audio Engineering*

2019 - 2020