



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

Liquid Storefronts for Theme
Developers - 2022

Google

Google Data Analytics - 2024

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.
- 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.
- Spearheaded the development of a bespoke wishlist app using Tailwind CSS.
- Improved collection page performance by 15% by refactoring Javascript to Liquid.
- Significantly refactored Dolls Kill's codebase.

Ecommerce Developer - Lauren Moshi - Commerce, CA

(November 2021 to March 2023)

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

Education

Icon College of Music

Audio Engineering
2019 - 2020