Lili Cohen

Web Developer

LinkedIn | Github | Portfolio

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EXPERIENCE

Premier Meat Company / Creative Marketing & Web Developer
July 2023 - Current

- Maintain and manage WordPress and Shopify websites, ensuring seamless functionality and user experience including regularly updating website themes and implementing enhancements to optimize performance and aesthetics.
- Design and execute Google Ad campaigns, monitoring performance to maximize ROI and drive traffic.
- Develop and maintain a cohesive branding strategy across all creative projects to ensure consistency and brand recognition.
- Create digital and physical assets using Adobe software suite, including flyers, business cards, product catalogs, and truck wraps aligning with company branding and marketing objectives.
- Compose and distribute targeted emails to subscribers via Mailchimp, enhancing engagement and customer retention through effective communication strategies.

The Natural History Museum of Los Angeles County / E-Commerce Developer
September 2021 - May 2023

- Responsible for overseeing and implementing new museum ticketing system "ACME," through interdepartmental relations, which would anticipate and ensure unique department needs be met. Bridge customer and organization by configuring tickets and events in the ACME Ticketing System.
- Lead the implementation of a headless CMS for "Southern California Academy of Sciences," including creating plans, approvals, and training business associates to continually update and evolve the website without coding knowledge through Strapi and NextJS.
- Monitor deployed websites to provide debugging and error solutions when necessary as well as plan and execute website enhancements.
- Work in a sprint model to achieve tasks and projects in a timely manner and participate in daily standups to communicate the tasks status.
- Create documentation to preserve knowledge for our team using Markdown frameworks.

NZK Productions / Production Coordinator
June 2018 - January 2021

PROJECTS

Premier Meat Company / Website
Wordpress | Bluehost

- A WordPress CMS website enables teams at Premier Meat Company to manage content effectively, allowing them to create, update, and remove content as needed. This platform serves as a hub where end users can discover more about the company and its services, subscribe to the newsletter, and fill out contact forms to initiate business engagements.
- This application incorporates a variety of plugins to ensure optimal functionality, catering to all the company's needs to effectively promote their business.

Southern California Academy of Sciences / Website
Headless CMS Strapi | NextJS | TailwindCSS | PostgreSQL | DigitalOcean | Vercel

- A headless CMS website for directors of Southern California Academy of Sciences to create, update, and delete content on their frontend website where end users can sign up for their newsletter, learn about their organization, donate and join their annual meeting.
- This application uses Strapi as a backend for content managers and a NextJS Frontend with the TailwindCSS Framework.
- Configured Google Analytics and Google Tag Manager to allow the SCAS team to track website traffic.

SKILLS

Front-End | HTML, CSS, Bootstrap, TailwindCSS, Javascript, Typescript, Handlebars, ReactJS, NextJS

Back-End | NodeJS, Express, Axios, Firebase, Strapi, Drupal, MongoDB, PostgreSQL, MySQL, SQL, Wordpress, Shopify

Developer Tools | DigitalOcean, Vercel, Bluehost, Heroku, Netlify, Google Analytics, Google Tag Manager, Google Ads, Mailchimp, Sendgrid / Twilio, Figma, Jira, Github, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe InDesign, Adobe Premiere Pro, Adobe Acrobat

EDUCATION

Certificate in Full-Stack Web Development /
UCLA Extension
2020 - 2021
A 24-week intensive program focused on gaining technical programming skills in HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node Js, MySQL, MongoDB, Express, Handelbars.js & ReactJS.

Bachelor of Sciences in Psychology /
University of Colorado Boulder
2014 - 2018