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| summary | | | | | |
|  | Experienced front end web developer with more than 13 years in marketing and SEO-optimized e-commerce systems. Extensive knowledge of modern front-end frameworks and CMS, with a talent for bridging the gap between user experience and marketing objectives. Strong ability to drive new revenue streams and generate page views through SEO initiatives, marketing campaigns, social media campaigns, and omnichannel experiences. | | | | |
| technical skills | | | | | |
| |  |  | | --- | --- | | **Web Languages:** | PHP5, HTML5, CSS3 (Sass), JavaScript (JQuery, AngularJS), LAMP (MySQL, PHP) | | **Browsers:** | IE, Firefox, Chrome, Safari, Opera, Mobile Responsive Design | | **Version Control:** | Git, | | **Software:** | Adobe Creative Suite (InDesign, Photoshop, Illustrator) | | **CMS:** | WordPress, Drupal, WebSphere | | | | | | |
| experience | | | | | |
| **2013 – Present** | | **Luxottica Retail** | | **Mason, OH** | |
| *Front-End Developer & Ecommerce Specialist* | | |  | | |
| * Manage all aspects of front-end web design for a leading eyewear retailer, with responsibility for oversight of all online content, offers, and marketing messaging using a wide range of content management tools such as IBM E-commerce Management Center on WebSphere, Adobe Scene7, and IBM WebSphere Content Portal * Maintain and update an online product catalog of more than 1,000 products, including all weekly and daily price changes, review and updating of product copy for SEO projects, and ensuring proper alignment of user experience objectives with various marking initiatives and campaigns * Grew weekly e-commerce sales on TargetOptical.com from less than $7,000 to more than $150,000 over a two-year period by expanding and re-working the IBM WebSphere promotion engine, redesigning the overall site and checkout flow, optimizing SEO practices, and creating graphics and content pages related to sales * Developed and implemented TargetOptical.com’s comprehensive SEO strategy, growing traffic from 15,000 unique weekly visits to more than 70,000, by making site URL’s more user-friendly, increasing usage of keywords, alt tags, and metadata, and linking the site with all social media platforms * Eliminated barriers to purchase by removing four unnecessary steps in the checkout process and splitting the combined frames and contact lens checkout processes into two separate flows * Supported e-commerce and physical omnichannel experience by developing back-end solutions to solve challenges caused by rigid back-end systems | | | | | |
| **2012 – 2013** | | **Freelance Systems Analyst** | | **Cincinnati, OH** | |
| * Supported project development for Proctor & Gamble’s North American email marketing campaigns and associated websites by working with third-party vendors to deploy content on schedule * Served as technical project manager for several email marketing campaigns, including and correction of mockups and addition of tracking information | | | | | |
| **2011 – 2012** | | **LexisNexis** | | **Miamisburg, OH** | |
| *Web Support Specialist* | | |  | | |
| * Updated, tested, and published external and internal web content for a leading online academic database * Launched a new version of internal web content servers, with responsibility for managing the transition of all content to the new site and creating an internal landing page providing information based on group ID and login | | | | | |
| **2003 – 2010** | | **Centenary College** | | **Hackettstown, NJ** | |
| *Intranet Content Administrator* | | |  | | |
| **education** | | | | | |
| Centenary College | | | | | Hackettstown, NJ |
| *Bachelor of Science, Equine Studies (2006)* | | | | | |