Toronto, Canada

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647-239-4177

MICHELLE STONE

CRO/SEO SPECIALIST, WEB DEVELOPER

PROFESSIONAL SUMMARY

As a CRO/SEO Specialist and Web Developer, I 3+ years of experience in developing optimized e-commerce sites and implementing strategic marketing campaigns. With a strong skill set in A/B Testing, Liquid.js, HTML, Email Marketing, and SEO, with a proven track record in boosting website performance and conversion rates. A collaborative approach, coupled with a knack for innovative solutions, has led to significant improvements in user experience and revenue generation.

EMPLOYMENT HISTORY

JUN 2023 - PRESENT

CRO Specialist, Web Developer, Aplo Group

A Shopify based development using user data to combine web development and marketing techniques to create strategies for successful, optimized e-commerce sites.

- Develop and execute digital marketing campaigns to drive traffic and increase sales on Shopify e-commerce sites
- Collaborate with the marketing team to develop and implement strategic marketing campaigns that align with the overall business goals
- Collaborate with marketing team to develop and implement strategies for improving website performance and conversion rates
- Monitor website performance and conduct regular audits to identify areas of improvement
- Conduct regular website audits to identify areas of improvement and recommend necessary changes for better user experience and conversion rates
- Build landing pages optimized for maximum performance and improve conversion rate
- Maximize copywriting in order to address target market's needs and generate revenue
- Use SEO strategy to generate website traffic and increase overall sales
- Run A/B and variate testing to identify which development styles generate more conversions

JUN 2022 - JUN 2023

Web Developer, Arctic Leaf

- Conduct regular code reviews to ensure code quality and adherence to best practices.
- Collaborate with the design team to determine the best layout and user interface for websites
- Stay updated on the latest web development trends and technologies to continuously improve and enhance website functionality
- Develop responsive and mobile-first websites to ensure optimal user experience across all devices
- Develop e-commerce sites on both BigCommerce and Shopify
- Write code using HTML, CSS, SASS, JavaScript, Liquid.js, Handlebars.js, jQuery
- Build out fully functional websites to a pixel perfect match of a mockup
- Update, add and adjust existing features of e-commerce sites
- Ensure code is compliant with WCAG and ADA compliance standards
- Understand client requirements and translate ideas into effective and usable code

MAR 2019 - JUN 2022

Legal Products Manager/Court Reporter, Veritext

• Drafting, editing, and proof reading of various court documents including sworn affidavits, notice of examinations, legal transcripts, exhibits indexes, to be submitted with various Tribunals
- Develop and implement strategies to improve the efficiency and accuracy of court reporting processes
- Identify and implement technological solutions to streamline the court reporting process and improve accuracy.
- Collaborate with the IT department to develop and implement new technologies for court reporting, such as AI-powered transcription software and real-time recording systems
- Oversee the development and implementation of training programs for digital reporters to improve their skills and ensure accuracy in their court reporting
- Oversee the implementation and usage of specialized software for court reporting, such as case management systems and digital transcription tools.
- Analyze court reporting data to identify trends and areas for improvement

EMPLOYMENT HISTORY

AUG 2016 - AUG 2018

Web Developer, Ford & Associates

• Maintenance of existing code and functionality of company's full-stack web-application, using HTML, CSS, Javascript and Node
• generated Excel spreadsheets and graphs compiling data and statistics relevant to clients over the span of several years, as well as analyzed and compared trends among various psychological testing methods
- Develop and implement efficient and effective solutions for complex web development projects, ensuring high performance and user satisfaction
- Collaborate with cross-functional teams, including designers and project managers, to develop and implement new features and enhancements for the web application.
- Collaborate with UX designers to improve user interface and user experience of the company's web application

EDUCATION

OCT 2021 - MAR 2022

Full-Stack Web Development, University of Toronto, Toronto, Canada

SEP 2009 - NOV 2015

Bachelor of Science, University of Toronto, Toronto, Ontario

SKILLS

HTML	Javascript
CRO	Copywriting
A/B Testing	CSS
Liquid.js	SEO
Email Marketing	Klaviyo
Shopify	HubSpot
MailChimp	Landing Page Optimization

REFERENCES

Jacob Paduch

APLO GROUP