

TERESA PIERCE

• digital expert & full stack developer •

ABOUT ME

I am a driven web developer with 5 years of experience across e-commerce, digital marketing, CRM, and development with a specialization in Javascript and React JS. I bring confidence, leadership, and excitement to any team and thrive with problem solving.



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EDUCATION

2011 - 2015 • University of North Texas

B.S. Digital Retailing & B.S. Merchandising
Minor in Marketing

Minor in Business Foundations

- Merchandising Inc Historian 2013-2014
- NRFSA Secretary 2014-2015

2020 • University of Denver

Certificate of Full Stack Development

- 12 Week Intensive Bootcamp
- MERN Full Stack

EXPERIENCE

2019- Feedonomics

2020 Enterprise Feed Manager (Technical Account Manager)

- Supported high profile ecommerce feeds and data aggregation solutions, managing over \$100,000 of monthly revenue
- Scoped new enterprise level client viability in partnership with Sales and Development teams
- Superuser in Feedonomics SaaS database management platform and point person for technical escalations across operations team

2017 - Pier 1 Imports

2019 Email & SMS Marketing Manager // Email Marketing Specialist

- Led email and SMS CRM programs by growing revenue, subscribers, and creating a seamless customer journey
- Managed a team of 3 to support the execution of both channels and develop skills and responsibilities
- Responsible for planning content to support all marketing and promotional initiatives
- A/B Tested content to optimize communications and make data driven strategic decisions

2015- Zales Corporation (Signet Jewelers)

2017 Ecommerce Promotions Specialist

- Uploaded and managed promotions and promotional results for 5 webstores and supporting affiliate websites
- Communicated and verified pricing from stores to online
- Updated site frequently for maintenance in SKUs, navigation, re-directs, and quality of experience
- Analyzed traffic and revenue from creative and promotional messaging on home pages through Adobe Analytics

SKILLS

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|------------------------|---------------|------------|-----------------------------|
| • Adobe Creative Suite | • Salesforce | • HTML/CSS | • Javascript / ES6 |
| • Microsoft Excel | • Shopify | • JSON/XML | • React JS + Node JS |
| • Adobe Analytics | • WooCommerce | • Regex | • Google Shopping Ecosystem |
| • Oracle Responsys | • BigCommerce | • MySQL | • Facebook Business Manager |
| • Hybris | • Magento | • MongoDB | • Photography |