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.

github.com/tesssapierce

tesssapierce@gmail.com

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

2019-2020 **Feedonomics**
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 - 2019 **Pier 1 Imports**
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

2015-2017 **Zales Corporation (Signet Jewelers)**
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

- Adobe Creative Suite
- Microsoft Excel
- Adobe Analytics
- Oracle Responsys
- Hybris

- Salesforce
- Shopify
- WooCommerce
- BigCommerce
- Magento

- HTML/CSS
- JSON/XML
- Regex
- mySQL
- MongoDB

- Javascript / ES6
- React JS + Node JS
- Google Shopping Ecosystem
- Facebook Business Manager
- Photography