

**SUMMARY**

*Experienced web developer + graphic designer specializing in ecommerce (Shopify Plus, Shift4Shop) web development + management, email + sms marketing, brand identity, social media assets, packaging, print production, graphic apparel, and digital advertising (Google AdWords, Meta Commerce). **Main Tools:** Adobe CC - Photoshop + Illustrator + InDesign*

**SENIOR MANAGER, DIGITAL & E-COMMERCE****EMI JAY - 12/13 - PRESENT**

*Design and develop customized Shopify Plus ecommerce store + brand website using HTML, CSS, jQuery, JavaScript, and Liquid. Improve order fulfillment and inventory management with Shopify Flow and Script Editor customization. Create graphics, branding, marketing, packaging, and other materials for digital + print. Update overall aesthetic of ecommerce store + email marketing for monthly product drops and coordinated social media campaigns. Run regular speed tests and SEO optimizations for desktop and mobile.*

*Photograph and edit time sensitive product images for ecommerce, product catalogs, and select retailers (Sephora, FWRD, REVOLVE). Design + develop daily Mailchimp email marketing campaigns and weekly SMS campaigns through Yotpo. Layout + edit graphics + photographs for Instagram stories, Google AdWords, and Meta Commerce Marketing.*

*Design graphics, packaging, logos, marketing + social, + product photos for collaborations Juicy Couture, Summer Fridays, Frankies Bikinis, Alo Yoga, Oprah, SJP, + Djerf Avenue.*

**WEB DEVELOPER/DESIGNER****MEGHAN FABULOUS - 10/06 - 01/13**

*Design and develop Flash ActionScript based brand website, WordPress blog, Avactis based ecommerce store, and 3dCart (Shift4Shop) ecommerce store using HTML, CSS, jQuery, and Flash ActionScript. Create graphics, branding, digital + print marketing, packaging, textile prints, and printed lookbooks. Update brand website + ecommerce store to reflect seasonal collections and coordinated marketing campaigns.*

*Photograph and edit product images optimized for web, catalogs, and select retailers (HauteLook/Nordstrom Rack). Design + develop iContact + Mailchimp email marketing campaigns. Layout + edit graphics + photographs for social media. Photograph lookbook photo shoots + additional videos for seasonal campaigns.*