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Liz Welsh-Tompkins

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## PROFESSIONAL SUMMARY

Entrepreneurial Web marketer, project manager, developer, and designer with 12 years of experience as creator of Styleforfree.com, Web & Interactive Media Producer for Design and Co., and Principal of Lwtompkins.com. Self-starter built popular women's Web portal taking it from a non-listed traffic rank to one that's consistently in the top 20% of all websites online. Achieved through daily content, design, community development, SEO, social media, and Web marketing.

## SKILLS

- HTML 5, CMS, UX/UI and Mobile Web Architecture, Development, Security and Management
- MySQL, Linux, Apache Server / Back-end management
- Infancy to Post-launch Project and Client Management
- Web Marketing & Sales
- Web Content, Partnership, Product & Business Development
- Writing (2 published books) and content editing
- SEO & SEM: Organic and Paid campaigns, Google Analytics, Google AdWords
- Social Media Strategy: Email campaigns, RSS, Facebook, Twitter, Pinterest
- Nationally recognized brand launches working with major PR companies
- Community & Social Media Web Development
- Web & Graphic Design
- Proficient in Adobe Creative Suite / CC 2015 (Dreamweaver, Photoshop), MS Word, Excel, Cloud typography
- Proficient use of HTML5, HTML, GIT, SASS, CSS3, CSS, PHP, Bootstrap, XML, XLS, API, AWS, RSS, MySql, Ajax, JQuery, Wordpress, Drupal, Database applications, CMS security, CDN optimization

## PROFESSIONAL EXPERIENCE

### **Styleforfree.com**

1999 – Present

#### Founder

Created a popular Web Portal with an 85% female audience averaging 40,000+ unique visitors weekly. Marketing for national e-commerce merchants. Increased user page views from 1-2 per day to 11+ per day.

- Responsible for creation, content, design, and business development of site. Write, design, development of niche content focused on fashion, beauty and style.
- Developed customer Email database currently with over 34,000 subscribers.
- 13+ years of web and affiliate marketing experience with national e-commerce merchants including: Saks Fifth Avenue, Sephora, Macy's, Lord & Taylor and Nordstrom.
- Featured as "a can't live without website" Family Circle, June, 2010
- Selected as InStyle Magazine's "Best of the Web" 2009 (November, 2009)
- Received Linkshare Corp.'s "Best Use of Creative Marketing" Award for innovative product placement, 2006.

## Design & Co.

2010 – Present

### Producer, Web & Interactive Media

Developed, produced and managed dozens of HTML 5 / Mobile compatible sites. Trained clients on use of CMS upon successful site launches. Extensive use of HTML 5, PHP, JQuery, SASS, CSS3, Wordpress, MySql, Apache. Initiated new company technologies including Responsive design/development, HTML5 eBooks, Custom QR codes, and advanced typography deployment. Key notables include:

- ARC [ [arcusa.com](http://arcusa.com) ]  
*Drupal 7 build with mobile site(s)*
- TriPyramid Structures [ [tripyramid.com](http://tripyramid.com) ]  
*Drupal 7 build + advanced database integration.*
- Levi + Wong Design Associates [ [lwda.com](http://lwda.com) ]  
*Drupal 7 build*

## Lwtompkins.com

2011 – Present

### Principal

Rated in Web Design by Thumbtack

#2 [Boston](#) (2016) and #1 [Providence](#) (2015)

Designed and developed extensive HTML 5/mobile-compatible sites using PHP, JQuery, CSS3, and Wordpress for:

- Pontapretamaiocv.com
- SulloDesign.com \* design by Lisa Sullo
- JamesMeehanPhotography.com
- Vegas24seven.com
- Wprltd.com
- TheRendonGroup.com

## ADDITIONAL EXPERIENCE

- Co-authored 2 Web books: Internet Media; Cyberhound's Guide to the Web
- Founded online journalism research group (NBNEWS) which catered to delivering online research & sources to over 2500 journalists (before Web was online).
- Legal secretarial experience: Burke & Burke, Sherborn, MA; Kenney & Kenney, Medway, MA
- Freelance fashion designer with hundreds of well-known fashion & shoe designers (1984-1992)

## EDUCATION

School of Fashion Design, Boston, MA

1988

Dover-Sherborn High School, Dover, MA

1987

*References Available Upon Request*