



Scan to view portfolio

Liz Welsh-Tompkins

8 Lone Oak Circle
Holliston, MA 01746
(508) 740-0664
lwt@lwtompkins.com

PROFESSIONAL SUMMARY

Entrepreneurial UX designer, developer, project manager, and Web marketer with 14+ 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 from a one-page site in 1999 to receiving 5 million impressions per month during 2017.

SKILLS

- Web, UX/UI & Graphic Design
- 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
- eCommerce and Web Marketing
- SEO & SEM: Organic and Paid campaigns, Google Analytics, AdSense, AdWords, Google Tag Manager
- Social Media Strategy & Development: Facebook, Twitter, Pinterest, LinkedIn, RSS, Email campaigns
- Proficient in Adobe Creative Suite (Dreamweaver, Photoshop, Adobe XD), Microsoft products including Word/Excel/PPT, CDN typography and design apps, ATOM text editor,
- Proficient use of HTML5, GIT, SASS, CSS3, PHP, Bootstrap, JQuery, Wordpress, Drupal, XML, XLS, API, AWS, MySql, Ajax, Database applications, security, CDN optimization

PROFESSIONAL EXPERIENCE

Styleforfree.com

1999 – Present

Founder

Created a popular Web Portal with an 70% female global audience averaging 40,000+ unique visitors weekly (off-peak non holiday season).

- Responsible for creation, content, design, and business development of site.
- Developed customer Email database with over 60,000 loyal subscribers.
- 15+ years of web and affiliate marketing experience with national e-commerce merchants including: Saks Fifth Avenue, Sephora, and Macy's.
- 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 post launch in an easy to understand/digest manner. Extensive use of HTML 5, PHP, JQuery, SASS, CSS3, Wordpress, MySql, Linux. Managed simultaneous offshore development teams + design/development production coordination. Initiated new company technologies including Responsive design/development, collaborative communications, AI quality assurance initiatives, App design, and Custom QR codes. Recent launches include:

- Seadar.com
- Formatherapeutics.com
- Pickardchilton.com
- Cbtarchitects.com
- Tripyramid.com

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:

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

ADDITIONAL EXPERIENCE

- Co-authored 2 Web directory publications: 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 Yahoo and Google came online).
- Freelance fashion designer with hundreds of established designers (1984-1992)

EDUCATION

School of Fashion Design, Boston, MA

1988

Dover-Sherborn High School, Dover, MA

1987

References Available Upon Request