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Liz Welsh-Tompkins

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PROFESSIONAL SUMMARY

Entrepreneurial UX designer, developer, project manager, and Web marketer with 17+ years of experience as creator of Styleforfree.com, Technical lead 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 generating 6+ million impressions during 2017. Passionate about creating great user experiences and reverse-engineering existing problems to deliver solutions that wow.

SKILLS

- UX/UI, HTML 5, CMS and Mobile Architecture, design and development
- SEO & SEM: Organic and Paid search campaigns
Google Analytics, AdSense, AdWords, Google Tag Manager, Google 360 Suite
- eCommerce, Web and Affiliate Marketing. CRM experience with Salesforce, Hubspot, Act-On
- Social Media Strategy & Development: Facebook, Twitter, LinkedIn, RSS, E-campaigns
- Proficient in Adobe Creative Suite (CC) including Dreamweaver, Photoshop, XD, Acrobat, Illustrator, Premiere Pro, and Typekit
- Proficient use of GIT, HTML5, SASS, CSS3, PHP, Bootstrap, JQuery, Wordpress, Drupal, XML, XLS, API, AWS, SQL, Ajax, Database applications, security, CDN optimization

PROFESSIONAL EXPERIENCE

Styleforfree.com

1999 – Present

Founder

Created a popular Web Portal with a 70% female global audience; 6+ million impressions delivered to merchant partners during 2017.

- Responsible for creation, content, design, and business development
- Developed customer E-database with over 150,000 loyal subscribers
- 17+ 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 (now Rakuten) "Best Use of Creative Marketing" Award for innovative product placement, 2006.

Design & Co.

2010 – Present

Producer, Web & Interactive Media

Developed, produced and managed scores of HTML 5, mobile and CMS-based sites. Some from scratch, some inherited legacy builds. Management and oversight of offshore development teams and budgets. Initiated new company technologies including collaborative team communications, with a skilled eye for delivering usable UI/UX experiences. Provided CMS client training in an easy to comprehend manner. Recent launches include:

- Seadar.com
- Formatherapeutics.com
- Pickardchilton.com

Lwtompkins.com

2011 – Present

Principal

Rated in Web Design by Thumbtack
#2 [Boston](#) (2016) and #1 [Providence](#) (2015)

Freelance design and development of UI/UX, Web, Mobile, Lead Gen and SEM solutions.

ADDITIONAL EXPERIENCE

- Co-authored 2 Web directory books: Internet Media; Cyberhound's Guide to the Web
- Founded Usenet research group: NBNEWS, which catered to delivering online research & sources to 2500+ journalists, before Yahoo/Google arrived on scene.
- Freelance fashion and shoe designer (1984-1992)
- Currently passionate about AI, ethics and their possibilities in Nanobiotech/Neuroscience.
Follow me on Twitter [@Motherlnet](#).

EDUCATION

| | |
|---------------------------------------|------|
| School of Fashion Design, Boston, MA | 1988 |
| Dover-Sherborn High School, Dover, MA | 1987 |

References Available Upon Request