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Liz Welsh-Tompkins

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

PROFESSIONAL SUMMARY

Entrepreneurial Web marketer, project manager, and analytical UI/UX stylist with 20 years of experience as creator of Styleforfree.com, 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, DevOps efficiency
- Infancy to Post-launch Project and Client Management
- Digital Marketing & Sales
- Partnership, Product and Business Development content strategies
- Writing (2 published books)
- SEO & SEM: Organic and Paid campaigns, Google Analytics, AdWords
- CRM Email and Social strategies
- Web & Graphic Design
- Proficient in Adobe Creative Suite / MS / Cloud applications
- Proficient use of HTML5, HTML, GIT, SASS, CSS3, CSS, PHP, Bootstrap, XML, XLS, API, AWS, RSS, MySql, Ajax, JQuery, Wordpress, Drupal, Database applications, CMS, 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.
- 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.

Unitrends

2018 - present

Senior Website Manager

Design, develop, study and management of Enterprise websites and digital content aligned with Marketing goals. Reports to the Vice-President of Marketing, driving such initiatives as:

- Modernization of website's UX/CSX performance
- Advance the online performance of current sales drives
- Improve DevOps efficiency and response times
- Discovery and implementation of analytics driven marketing opportunities

Design & Co.

2010 – 2017

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]
- TriPyramid Structures [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
- JamesMeehanPhotography.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).
- Freelance fashion designer (1984-1992)

EDUCATION

School of Fashion Design, Boston, MA

1988

Dover-Sherborn High School, Dover, MA

1987

References Available Upon Request