



8 Lone Oak Circle  
Holliston, MA 01746  
(508) 740-0664  
[lwt@lwtompkins.com](mailto:lwt@lwtompkins.com)  
lwtompkins.com  
[linkedin.com/in/lizwelshtompkins](https://www.linkedin.com/in/lizwelshtompkins)

# Liz Tompkins

UX-focused designer, front-end developer, project manager, and digital marketer with 15 years' experience in developing brand and content strategies that increase client's bottom lines.

September 1983 – June 1987

**High School Diploma**  
Dover-Sherborn High School

June – August 1986

**College Prep**  
The School of Fashion Design

- A/B, QC, testing
- Adobe Creative Suite
- Bootstrap
- Brand development
- CSS3
- Content strategy
- Drupal
- GIT
- HTML5
- Google Analytics + Suite
- Invision
- jQuery
- PHP
- Prototyping + specs
- Salesforce
- SEO/SEM
- User research
- WordPress

2018 - 2019

**Senior Website Manager**  
**Unitrends**

Re-design and management of Enterprise websites and content aligned with Demand Gen KPI's. Discovery and implementation of analytics-driven marketing opportunities. Helped to advance the online performance of sales drives, event, and webinar attendance. Improved DevOps efficiency, agile response times and reduced spends.

2010 - 2018

**Producer, Web & Interactive Media**  
**Design & Co.**

Produced, developed, and managed multiple web/UI/microsite projects simultaneously. Managed DevOps/offshore teams in an agile environment. Extensive UI work for CMS' primarily in Drupal 7/8, WordPress, and Squarespace. Clients include pickardchilton.com, seadar.com and tripyramid.com.

1999 - 2020

**Founder, Editor-in-Chief**  
**Styleforfree.com**

Designed and developed a popular fashion/style portal marketing for leading e-Retailers. Awards: *Best Use of Creative Marketing* - Linkshare, 2006. *Best of the Web* - InStyle Magazine, 2009.