

# Liz Tompkins

## Website Manager

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Results-oriented project manager with experience in creating and managing web systems. Skilled in HTML, CSS, Bootstrap, Digital Marketing and other web technologies. Adept at evaluating performance, identifying areas for improvement, and providing solutions meeting requirements.

## Skills

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AI (Jasper, Klaviyo)  
Content strategy  
Digital Marketing  
Drupal  
ECommerce  
GIT  
HTML5, CSS, Bootstrap  
Adobe and Microsoft Suites  
Google Analytics + Suite  
Pardot/Salesforce  
Web design  
Security  
SEO/SEM  
WordPress  
Coding  
Quality assurance

## Work History

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**2022-06 - 2023-07**    **Website Manager**

*AliMed*

- eCommerce site management aligned with Corporate KPI's
- Implementation of UX driven marketing opportunities using AI to reduce manual processes and increase ROI

- Management of Web Transformation (BigCommerce, Salsify PIM, Widen DAM, Jasper, and Klaviyo AI)
- Working with eMarketing Manager, helped generate 250k in sales over an 8-week email drive.

**2021-11 - 2022-01**     **Freelance Web Developer**

*TriPyramid*

- Web Design & Development, TriPyramid Structures
- Conversion of legacy CMS (Drupal 7 to WordPress), SEO optimization, and content strategy
- Design and development of responsive architecture
- Introduced mobile UX
- E-Commerce integration (WooCommerce).

**1999-01 - 2021-01**     **Founder, Editor**

*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.

**2018-01 - 2019-01**     **Senior Website Manager**

*Unitrends*

- Re-design and management of multi-channel sites and content aligned with Demand Gen KPI's
- Discovery and implementation of analytics-driven opportunities
- Increased performance of sales drives, event, and webinar attendance by 30% in first 3 months
- Improved DevOps efficiency, agile response times and reduced Marketing spends.

**2010-01 - 2018-01**     **Producer**

*Design & Co.*

- Web & Interactive Media
- Design & Co
- Produced, developed, and managed full scope web/UI/microsite projects simultaneously
- Managed DevOps/offshore teams in an agile environment
- UX/UI design for CMS' primarily in Drupal 7/8, WordPress, and Squarespace
- Projects included pickardchilton.com, seadar.com and tripyramid.com

***Education***

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**1983-09 - 1987-05**     **High School Diploma**

*Dover-Sherborn High School - Dover, MA*

**1986-06 - 1986-05 Fashion Design**

*The School of Fashion Design - Boston, MA*

## ***Accomplishments***

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Completed Findability University's SEO Master Workshop Series  
January-April, 2023.