Elena Gillis

Marketing Web Developer | UI/UX Designer | Webflow Developer

UX/UI   HTML5/CSS   Javascript/ES6/jQuery   Node.JS   SASS/Bootstrap   Adobe Creative Suite
Figma/Sketch   Webflow   Marketo/Hubspot   Optimizely   OneTrust   Zeppelin   Shopify   Accessibility
Wireframing   Git   Mailchimp   Wix   Wordpress   Squarespace

EXPERIENCE

Morphine Fashion — *Director of Business Operation*

JAN 2020 - PRESENT, Contract, Remote

Established an American web presence from the ground up for Morphine Fashion, a Europe-based haute couture fashion brand. Grew inbound and direct channel North American sales from $0 to $100k+ in six months.

Contributions:
● Established e-commerce website, built demand-gen processes, and created the inbound marketing pipeline
● Directly responsible for the creation of digital assets, advertising, email campaigns, and exhibit design/logistics for events such as Paris Fashion Week.
● UI/UX Engineer for mobile application project with Shopify and Instagram integrations

Website https://morphinefashion.com

CesiumAstro — *Front End Developer - Marketing*

AUG 2022 - JAN 2023, Full-time, Remote

Focused on building a branded digital experience for a space communications startup that reflects their cutting-edge satellite software-defined radio technology used by clients such as NASA, SpaceX, and Boeing.

Responsibilities:
● Regularly contributed new content, assets, and digital experiences to the marketing website
● Built a design and development workflow to support the marketing team and content pipeline
● Created wireframes and high-fidelity mockups in Figma
● Automated top-of-funnel user journey and lead capture utilizing Mailchimp, Accumatica, and Webflow
● Worked inter-departmentally to plan and develop marketing campaigns supporting new releases and product updates

● Assisted development of core marketing strategies with team members such as storytelling, persona definitions, audience targeting, inbound campaigns, etc.

Website https://cesiumastro.com

MURAL — *Front End Developer - Marketing*

MAY 2021 - AUG 2022, Full-time, Remote

As a front-end developer attached to Marketing at Mural, my focus was to deploy high-impact changes to our marketing website, internal tooling, and marketing automation targeting improvement in growth metrics through software or marketing site functionality.

Responsibilities:
● Designed and implemented high-conversion marketing site pages creating measurable improvement in growth metrics
● Optimized javascript and animation-heavy web pages for maximum speed and scalability
● Automated content management workflows across internal teams
● Created custom integrations between cloud software systems such as Greenhouse<> Webflow
● Supported internal teams by integrating external tools for bots, forms, tracking, testing and more (A/B testing, Marketo, UTM's, Heap, Optimizely, GA/GTM, Zapier)
● Collaborated with marketers and visual designers to build new experiences across all of Mural's web properties (Figma, Zeppelin)
● Provided a technical perspective on marketing projects to identify possible pain points and worked to solve them efficiently prior to implementation
● Researched and implemented low-code tooling for internal teams
● Regularly proposed and implemented new solutions to drive user behavior and improve user experience across the marketing web properties
● Assisted product, engineering, and marketing with documentation where needed for complex systems, integrations, and compliance regulations such as GDPR.

Website https://mural.co

CoConstruct —Marketing Web Developer

NOV 2019 - FEB 2021, Full-time, Charlottesville VA

My primary role at [CoConstruct](#) was to design and build responsive, elegant, and on-brand experiences to market our platform and facilitate conversion across all digital channels. I made high-impact contributions to lead generation and overall user experience.

Notable Contributions and Responsibilities:

● Directly impacted conversion rates with thoughtful UI/UX and design on a regular basis across public-facing websites
● Created style guidelines for digital products and assisted with re-branding efforts
● Used modern HTML/CSS/JS/Node to create search-optimized interactive experiences and website components
● Led development efforts to synchronize and integrate help desk systems into CMS and marketing sites to improve SEO
● Implemented design framework in Figma for the marketing production team
● Built processes into the marketing production workflow as our team grew in size from three employees to fourteen.
● Led rebranding initiatives and re-platformed a 20-page WordPress CMS to an 800+ page Webflow project
● Created landing pages to drive demo conversions from organic traffic and six-figure investments in paid advertising

Website https://coconstruct.com

Vendini Inc —Web Designer

JUL 2016 - NOV 2019, Full-time, San Francisco CA

Created pixel-perfect customer designs at Vendini & CrowdTorch to ensure a seamless checkout workflow for customer ticket purchases with responsive, mobile-friendly, custom-built experiences.

Website https://vendini.com

T3.AM —Web Designer

APR 2016 - MAY 2016, Contractor, San Francisco CA

Worked with product designers and a larger team to build landing pages and microsites for brands such as Nvidia and Cisco.

EDUCATION

Moldova State University, *College of Law*
Chisinau, Moldova, 2010 – 2013

Chisinau College of Education, *Bachelor of Arts*
Chisinau, Moldova, 2006 – 2010

CONFERENCE

Participated in the Webflow conference 20201 as a part of the MURAL's team and talked about "How can you enable your web, design, development, and content teams to collaborate better and get the most out of Webflow?"

https://webflow.com/nocodeconf/2021/session/how-murals-team-works-better-together-in-webflow

https://webflow.com/nocodeconf/2021/speaker/elena-gillis