Elena Gillis

Marketing Web Developer | UI/UX Designer
gillis.elena@gmail.com | 540-487-2543

I am seeking opportunities for making creative, high-value contributions to marketing and demand gen efforts as part of a broader team. With 7+ years background in marketing ops, I will play an impactful role in the shaping and optimization of each stage in your funnel.

Web/UX/UI Design   HTML5/CSS   Javascript/ES6/jQuery   Node.JS   SASS/Bootstrap   Adobe Creative Suite   Figma/Sketch   Webflow   Marketo/Hubspot   Optimizely   OneTrust   Zeppelin   Shopify   Accessibility   Wireframing   Git   Email Marketing   Wordpress   Squarespace   Front-End Developer

EXPERIENCE

Morphine Fashion — *Senior Web Developer - Marketing*
JAN 2020 - OCT 2023, Contract, Remote, https://www.morphinefashion.com

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.

● Established an 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

CesiumAstro —*Web Developer - Marketing*
AUG 2022 - JAN 2023, Full-time, Remote, https://www.cesiumastro.com

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

● Regularly contributed new content, assets, and digital experiences to the marketing website
● 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.

MURAL — *Front End Developer – Marketing*

MAY 2021 - AUG 2022, Full-time, Remote, https://www.mural.co

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

● 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.

CoConstruct —*Marketing Web Developer*

NOV 2019 - FEB 2021, Full-time, Charlottesville VA, https://www.coconstruct.com

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 conversion rates.

● 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

Vendini Inc —*Web Designer*

JUL 2016 - NOV 2019, Full-time, San Francisco CA, https://www.vendini.com

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.

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

CONFERENCES

Presented at No Code Conf 2021 as a part of the MURAL team on the topic of modernizing collaborative workflows with larger marketing teams in Webflow.

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

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