

Lisa Williams

Experience

Vistex

Web Developer, June 2021-Present

- Set development roadmap for the Vistex.com site.
- Manage large WordPress multi-site installation.
- Create documentation outlining development processes, procedures, and assets.
- Create and implement plan for consolidating code base for translated websites.
- Upgrade front end framework for Vistex.com from Bootstrap 3 to Bootstrap 5.

Lutheran Social Services of Illinois

Web Designer, August 2014-June 2021

- Led process for new websites and website redesigns, which includes project management, custom development, SEO, visual design, and determining best strategies for conversion.
- Redesigned the Lifebooks e-commerce website, which resulted in a 51% increase in average monthly sales over the old design.
- Wrote and maintained design style guide for the main LSSI.org website.
- Created web graphics for public websites.
- Coded custom WordPress themes and Gutenberg blocks.
- Improved website security by regularly performing WordPress core and plugin updates.
- Conducted Lighthouse audits and optimized code for Core Web Vitals.
- Managed setup of Google Analytics, including configuration of conversion tracking and event tracking.
- Sent monthly analytic reports, which included opportunities, market trends, and best practices.
- Performed keyword research and on-page SEO, which resulted in improved visibility for targeted pages on Google. For instance, the Joshua Arms homepage went from page #3 to page #1 for targeted queries in the Google Web SERP.
- Wrote and published Google Ads through the Google Ad Grant program, averaging 9% CTR.
- Evaluated web copy for high priority pages to ensure that copy met best practices for web and conversion copywriting.

JMS Consultations, Inc.

Junior Graphic Designer, September 2012-August 2014

- Created a variety of print and web media in a high volume environment.
- Designed and coded the agency's first responsive website.
- Developed the agency's first e-commerce website.
- Collaborated with the marketing coordinator to develop strategies on fulfilling client needs.

Contact

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Location: Chicago Metro

Education

Northern Illinois University, 2011

BFA, Visual Communications

BS, Interactive Marketing

Code Editors

Atom

Notepad++

Sublime Text

Content Management Systems

Concrete5

Joomla!

SharePoint On-Premises

WordPress and WooCommerce

Design Software

Adobe After Effects

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere Pro

Adobe XD

Development

CSS

HTML

JavaScript: Node, NPM, React

PHP

Email Marketing

Constant Contact

MailChimp

Local SEO

Bing Places

Google Business

Yelp! for Business

SEM

Google Ads

SEO

301 redirects via both .htaccess

(Linux/Unix) and web.config (IIS)

Keyword Research

On-Page SEO

Tech Stacks

LAMP

MAMP

WIMP (Windows, IIS, MySQL, PHP)

Web Analytics

Google Analytics