

Perla Renee Koren

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Houston Web/Application Developer

I help evolve the internet.

Summary

Over 10 years of experience in web and application development, integrations, product development, and web marketing.

Worked for a wide range of companies as part of teams, led teams, and mentored others.

Areas of expertise include full-stack CMS development, web solutions, and application development.

- Managed and restructured marketing cloud technologies and web integrations for BMC Technologies, a multinational IT company.
- Mentored 10+ junior web developers and web professionals
- Worked on or consulted with previous employers on at least 21 projects

Skills

Full-stack custom development in CMS such as WordPress, Magento, Shopify, and enterprise systems. Experience and training in Adobe Marketing Cloud products.

ReactJS, JS/jQuery, PHP, HTML/CSS, and other languages as needed. DataBase experience in MySQL, PostgreSQL, and MongoDB. Experience with AWS.

Comfortable working in Mac OS or PC. Proficient in the Creative Suite (PhotoShop, Illustrator, InDesign, Figma) as a web professional, not as a designer.

Experience

Contract Web Developer Mar 2019–Present

Freelance Web Developer, Contract Web Developer

Website, app & solution development with ReactJs, AngularJs, WordPress, jQuery, Shopify, AWS, and other open-source and enterprise CMS. Built custom digital books and invitations, websites with reusable/adjustable blocks, consulted, and provided training.

Worked for: BMC Technologies, CME Printing, Web Locomotive (Freelance)

BMC Technologies/Web Marketing Aug 2016–Feb 2019

Web/Integrations Developer

Worked as part of the Web Marketing team to meet objectives and support other internal teams.

- Reorganized, updated, and managed BMC's Adobe Tag Management systems and integrations
- Designed and created custom solutions for video tracking
- Implemented ABM tracking
- Assisted with, and provided support for A/B Testing
- Improved load time throughout BMC.com and its multinational variants
- Identified and fixed Analytics loopholes where visitors were falling through the cracks
- Implemented and QA'd zero cookie load on BMC.com and its multilingual variants

- Assisted with migrating BMC.com to Adobe Experience Manager
- Created new reusable functions and improved existing ones, built applications, and provided support on other BMC websites and projects

Contract Web Developer May 2016–July 2016
Freelance Web Developer, Contract Web Developer

Website & application development in WordPress, jQuery, AngularJS, and other CMS.

- Freelanced, consulted, and built websites for individuals and small local companies.

Worked for: Savage Brands, Web Locomotive (Freelance)

Savage Brands Sep 2014–May 2016
Lead Web Developer

Website development, stakeholder communication, web solutions, and application development.

- Built a development framework with the most commonly requested features. This improved project quality and speed, and became a regular part of the workflow.
- Introduced web project breakdowns, identifying and solving potential issues before they arise.
- Collaborated with stakeholders on strategy and infrastructure before and during projects.
- Created and conducted training modules for end-users of our web products and internal teams.
- Strategized, planned, and built data feed systems and custom integrations.

Contract Web Developer 2010–2014
Freelance Web Developer, Junior Web Developer, Web Developer, Lead Web Developer

Website and application development in Joomla, WordPress, Magento, and other open-source and enterprise CMS.

- Audited an existing website's high bounce rates and CTR, proposed a solution and infrastructure, collaborated with a designer, built a custom Magento e-commerce solution, and trained their employees. The bounce rate went from 49% to 1.3% and their sales increased dramatically.
- Assisted on the business model and marketing strategy for a new web department. Created a Statement of Work generator and Cost estimator. Conducted SEO and competitor audits and consulted on hiring new talent.
- Built a custom web-to-print solution in Magento for print shop promotional events.
- Handled a DDOS attack on a vulnerable client website, implemented emergency measures, and worked with a third party to set up a load-balancing system.

Worked for: FDI Creative, CME Printing, NRG Marketing Group, Web Locomotive (Freelance)

Education

Ongoing - Self-taught web development using online courses and material such as LinkedIn Learning. Current goals/subjects – I am taking college courses to progress professionally and personally. I enjoy working in ReactJS and would love to do more React projects.