

Perla Renee Koren

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Web & Application Developer | Houston

I help evolve the internet.

Summary

- *Results-driven web and application development professional with over 10 years of experience in full-stack development, product innovation, integrations, and digital marketing. Proven track record in leading cross-functional teams, mentoring junior developers, and delivering high-impact solutions.*
- *Key accomplishments include managing and optimizing marketing cloud technologies and web integrations for BMC Technologies, a global IT leader. Mentored 10+ junior professionals and contributed to the successful execution of 21+ projects across various industries.*

Skills

Full-Stack Development: Expertise in custom CMS development with platforms such as WordPress, Magento, Shopify, and enterprise-level systems.

Frontend & Backend Technologies: Proficient in ReactJS, JavaScript (JS/jQuery), PHP, HTML/CSS, and other web technologies as required.

Database Management: Skilled in MySQL, PostgreSQL, MongoDB.

Cloud & Hosting: Hands-on experience with AWS cloud services.

Marketing Technology: Trained in Adobe Marketing Cloud products for advanced digital marketing and analytics.

Cross-Platform Expertise: Comfortable working on both Mac OS and PC.

Creative Suite Proficiency: Experienced in Adobe Photoshop, Illustrator, InDesign, and Figma for web development (not design).

Experience

BMC Software, CME Printing, Web Locomotive · Contract

Mar 2019–Present

Web Developer & Consultant

- *Led the implementation of GDPR compliance on BMC's corporate website (bmc.com), ensuring adherence to data protection regulations.*
- *Advised on and developed an event website for BMC with customized access levels, improving user experience and security.*
- *Consulted with BMC Software on integrating marketing cloud solutions to optimize digital campaigns and improve overall marketing efficiency.*
- *Developed custom digital books and invitations for a range of clients, delivering personalized and high-quality digital experiences.*
- *Designed and implemented a custom WordPress template for a large enterprise, subsequently adapting the template for three subsidiary sites to maintain brand consistency.*
- *Guided a sales and marketing startup through the technical development of their first client website, helping secure their initial contracts.*
- *Consulted with a medical device provider on lead generation strategies, resulting in increased sales and more effective marketing campaigns.*

- *Provided technical training on Shopify e-commerce store development and marketing funnel campaigns, empowering businesses to scale their online presence.*

BMC Software/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.

- *Collaborated with the Web Marketing team to achieve objectives and support cross-functional teams.*
- *Overhauled and managed BMC's Adobe Tag Management System (TMS), ensuring seamless integrations and improved tracking.*
- *Developed custom video tracking solutions and implemented Account-Based Marketing (ABM) tracking to enhance targeting and campaign effectiveness.*
- *Provided support for A/B testing, optimizing conversion rates and user engagement.*
- *Improved site performance by reducing load times across BMC.com and its international versions.*
- *Identified and resolved analytics gaps, preventing data loss and ensuring accurate visitor tracking.*
- *Contributed to the migration of BMC.com to Adobe Experience Manager, streamlining content management.*
- *Created and optimized reusable code functions, built applications, and supported other BMC web projects to enhance functionality and user experience.*

Savage Brands, Web Locomotive · Contract

May 2016–July 2016

Web Developer & Consultant

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

- *Partnered with a local graphic designer to improve his online presence and optimize lead generation strategies.*
- *Advised a music teacher on lead generation techniques and developed a custom website and student portal to enhance client engagement and streamline operations.*
- *Collaborated with Savage Brands to design and implement web applications for a major food supplier and an Oil & Gas equipment manufacturing company, driving efficiency and improving client services.*

Savage Brands

Sep 2014-May 2016

Lead Web Developer & Technical Consultant

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

- *Developed a standardized framework incorporating frequently requested features, enhancing project efficiency, quality, and streamlining workflows.*
- *Introduced proactive project breakdowns to identify and resolve potential issues before they arose, improving project timelines and outcomes.*
- *Collaborated with stakeholders to define strategy and infrastructure requirements, ensuring alignment throughout the project lifecycle.*
- *Created and delivered training materials for both end-users and internal teams, ensuring effective use of web products and internal processes.*
- *Led the design and implementation of data feed systems and custom integrations, optimizing data flow and enhancing functionality across platforms.*

Expert in building and optimizing websites and applications using Joomla, WordPress, Magento, and a variety of other open-source and enterprise-level CMS platforms.

- *Conducted a comprehensive audit of a website's high bounce rate and low CTR, identifying key issues and proposing a solution. Collaborated with a designer to build a custom Magento e-commerce solution, resulting in a dramatic improvement—bounce rate reduced from 49% to 1.3%, and sales saw a significant increase.*
- *Contributed to the business model and marketing strategy for a new web department, developing a Statement of Work generator and cost estimator. Performed SEO and competitor audits, and provided guidance on talent acquisition.*
- *Developed a custom Magento-based web-to-print solution for a print shop's promotional events, streamlining their operations and improving customer experience.*
- *Managed a DDOS attack on a vulnerable client website, implemented immediate emergency measures, and collaborated with a third-party provider to set up a load-balancing system to ensure ongoing site stability and security.*
- *Managed ongoing web hosting support and maintenance, ensuring optimal performance and security through website hardening techniques. Created training materials and documentation to empower clients and internal teams.*
- *Developed and launched websites for multiple clients using Joomla, WordPress, Magento, and custom CMS platforms, tailoring solutions to meet unique business needs.*

Education

Self-Taught Web Development (Ongoing)

- *Continuously expanding web development skills through online courses and resources, including LinkedIn Learning.*
- *Focused on mastering ReactJS, with a strong interest in applying it to future projects.*

College Courses (Currently Enrolled)

- *Pursuing courses to advance both professional and personal growth, with an emphasis on technical development and hands-on learning.*