

# Perla R. Koren

Web & Application Developer



## Contact Details

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## Skills

JavaScript (React, NextJS, jQuery)

HTML5/CSS

Programming (PHP, Python)

CMS & E-commerce

DataBase Management

APIs & Integrations

Cloud Platforms

Hosting & Performance

Web Security

Marketing & Creative Tech (Adobe)

AI Content Creation

## Soft Skills

Communications  
Creative Solutions Self  
Management

## Professional Summary

Results-driven **Web & Application Developer** with 10+ years of experience in **full-stack development, CMS customization, integrations, and digital marketing** technologies.

Proven ability to **optimize website performance, streamline workflows**, and develop **scalable web solutions** for enterprise and mid-sized businesses. Passionate about **automation, AI-driven content** creation, and improving **digital experiences**.

## Achievements

- Led **GDPR compliance** for BMC Software's corporate website, ensuring regulatory adherence.
- **Optimized website performance**, reducing bounce rates and improving conversions.
- Developed **AI-driven content strategies**, integrating automation into business workflows.
- **Mentored 10+ junior developers** and contributed to 21+ **successful projects** across industries.

## Work Experience

### Web Developer & Consultant

Mar 2019 - Present

BMC Software, CME Printing, Web Locomotive (Contract)

- **Developed & optimized enterprise websites** for BMC Software, improving **site security, accessibility, and performance**.
- **Implemented GDPR compliance** on BMC.com, ensuring **data protection** standards.
- Designed and built a **custom WordPress template** for a large enterprise, extending it to three subsidiary sites for brand consistency.
- Consulted on **marketing cloud integrations**, streamlining lead generation and automation strategies.
- Created **AI-powered** business graphics & marketing materials, integrating **generative AI** to enhance branding and efficiency.
- Advised startups & businesses on web presence, helping secure contracts and improve **digital strategies**.

### Web/Integrations Developer

Aug 2016 - Feb 2019

BMC Software | Web Marketing

- Managed & optimized **Adobe Tag Management System (TMS)**, improving tracking accuracy.
- Developed custom **video analytics** solutions, enhancing **Account-Based Marketing (ABM)** strategies.
- Improved **site performance** by reducing load times and resolving tracking inconsistencies.
- Contributed to the migration of BMC.com to **Adobe Experience Manager**, optimizing **content workflows**.
- Supported **A/B testing** initiatives, increasing **user engagement and conversion** rates.

## Education

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### Self-Taught Web Development

Aug 2010 - Present

### LinkedIn Learning & Online Courses

Aug 2010 - Present

### College Courses

LSC Montgomery

Jan 2025 - Present

Studying towards a Cybersecurity BS

### Web Developer & Consultant

May 2016 - Jul 2016

Savage Brands, Web Locomotive (Contract)

- Developed **custom CMS-based websites & applications** using WordPress, AngularJS, and jQuery.
- Led website **optimizations** for a local graphic designer and music instructor, increasing lead generation.
- Developed **web applications** for a food supplier & Oil & Gas manufacturer, improving client services.

### Lead Web Developer & Technical Consultant

Sep 2014 - May 2016

Savage Brands

- Developed **scalable web applications** with **integrated data feed** systems.
- Created **reusable code frameworks**, streamlining development processes.
- Provided **technical training & documentation**, empowering internal teams and clients.
- Enhanced **security protocols**, mitigating risks and improving site reliability.

### Web Developer & Consultant

Dec 2009 -

Dec 2013

Freelance & Contract Roles (FDI Creative, CME Printing, NRG

Marketing Group, Web Locomotive)

- Audited & optimized **e-commerce** platforms, **reducing bounce rates** and improving **conversions**.
- Developed a Magento-based **web-to-print solution**, **automating workflows** for a print shop.
- Managed **DDoS mitigation** strategies, ensuring **site stability** and **security**.
- Provided **SEO & competitor audits**, boosting **search rankings** and **web traffic**.