

Perla Renee Koren

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Houston Web/Product Developer

I help evolve the internet and create solutions to improve lives.

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 great teams, led teams, and mentored.

Areas of expertise include CMS custom 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 over the last few years

Skills

Open Source CMS frontend and backend such as WordPress, Magento, Drupal and Joomla. Enterprise and commercial CMS, Adobe Marketing Cloud products.

PHP, some React, JS/jQuery and various offshoot libraries such as Angular. Experience in mysql and some database work.

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

Experience

Contract Web Developer

Mar 2019–Present

Freelance Web Developer, Contract Web Developer

Website, app & solution development in WordPress, jQuery, AngularJS, Shopify, and other open source CMS. Built custom js books and invitations, websites with reusable/adjustable blocks, provided support to web projects.

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

BMC Technologies/Web Marketing

Aug 2016–Feb 2019

Web/Integrations Developer

Reorganized, updated and managed BMC's Adobe tag management systems and integrations served from it, designed and created custom solutions to video tracking, implemented ABM tracking and assisted and implemented test and target experiences, improved load time throughout BMC.com, identified and fixed analytics loopholes where visitors were falling through the cracks, implemented and tested zero cookie load on BMC.com and it's multilingual variants, worked with the team on migration to BMC's new website including extensive audits and monitoring of integrations and functions.

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, app & solution development in WordPress, jQuery, AngularJS and other open source CMS.

- Freelancing for Savage Brands as a consultant and building website and applications for individuals and small local companies.

Worked for: Savage Brands, Web Locomotive (Freelance)

Savage Brands

2014-May 2016

Lead Web Developer

Website development, solutions, application development.

Clients worked for: Sysco, CenterPoint Energy, Air Alliance Houston, Weatherford International, The Dinerstein Companies, Oil States, etc.

- Put together a development framework with the most commonly requested features. This improved new project quality and speed, became a regular part of the workflow, and was constantly improved and updated.
- To help avoid scope bleed I introduced detailed web functionality breakdowns for large projects. Creating these has helped to identify issues before they become problems.
- An app that was built by another developer in a language that I was (then) unfamiliar with, came back in-house after the deadline had already passed, putting stress on the client relationship. I familiarized myself with the framework, refactored and optimized it, fixed broken elements and improved the UI, and then published it in time for a client presentation -- within two days. In the end the client was satisfied and the relationship was undamaged.
- Built an easily maintainable and expandable data feed, and it's ui, for a global food chain store's front facing product database.

Contract Web Developer

2010–2014

Freelance Web Developer, Junior Web Developer, Web Developer, Lead Web Developer

Website and solution development in Joomla, Wordpress, Magento and other open source CMS.

- In a freelance project, I was able to take an established and successful brick-and-mortar company, examine their web presence, determine what was causing their very large bounce rate and poor click through rate, and build a custom solution in Magento. Their bounce rate went from 49% to 1.3%.
- While working at CME Printing, I helped put together strategy and ideas on how they could establish a web department. I also developed a web-to-print solution in Magento for a custom stationary give-away/promotional event.
- While working for FDI Creative I identified a DDOS attack on a client website, implemented emergency measures, selected a service provider to help set up a load balancing system and dedicated hosting. We eventually outlasted Anonymous.

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

Education

Ongoing - Self taught web development using online courses and material

Current goals/subjects – I am taking college courses to progress past self-taught status and am aiming for a BS. I enjoy working in React.js and would love to do more React projects.