

Olivia Alexander | Denver, CO

B.S. Business Management

Magna Cum Laude

Johnson & Wales University

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Tools & Specializations

React, Javascript, jQuery, HTML, SCSS, Jasmine, Dynamic Yield, Contentful, Git

Associate Front-End Developer

SmartPak Ecommerce

July 2019 – Present

- Solo Front-End Developer to overhaul existing payment method system by implementing new design, streamlining user experience, assuring secure data handling and payment processing tools
- Developed an internal application to enhance the induction process and speed of all incoming retail inventory by implementing a greater depth of warehouse product organization. Provided features for external teams such as finance and merchandising better to track induction flow and expenses
- Collaborate with .NET backend developers to build applications, such as an online returns process to improve customer experience and retention while reducing customer support call volume
- Engage in design discussions and decision making with UX/Product Designers to surface technical constraints, reconcile mockups, and drive sitewide UI consistency
- Create personalized experiences based on geolocation and audience segmented data using A/B testing
- Supporting company wide marketing efforts through Contentful landing pages

Product Marketing Coordinator

SmartPak Ecommerce

June 2018 – July 2019

- Deeply interdisciplinary digital marketing coordinator with experience launching and optimizing successful e-commerce campaigns across web, email, and social channels for 850k+ monthly active users