

Elizabeth C. Goldstein

WEB DEVELOPER

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Coding Experience

General Assembly, Web Development Immersive Graduate

New York, NY | Apr 2014 – July 2014

WDI Capstone projects:

- **SpoilerCat:** Chrome extension to block TV/ sports “spoilers” based on keywords, utilizing JavaScript, jQuery, and the Google Chrome Extension API suite.
- **Screen Test:** Single-page Rails app using uClassify text/ sentiment classification, the IMDB API, and Chart.js to analyze and visualize user personality based on film choices.
- **Statesongs:** Ruby on Rails app allowing users to browse songs about states and create playlists while viewing real-time weather and trending Instagram pix by state.

Work Experience

Green Bracket LLC, Managing Director

Miami, Florida | Jan 2009 – Oct 2013

- **SEO & Monetization:** Cofounded and developed a diet product review site using SEO best practices to drive targeted web traffic to conversion-optimized landing pages. Grew site to 8.3M unique yearly visitors, resulting in \$6M yearly revenue from product sales and affiliate commissions.
- **Team Building:** Hired, trained, and managed core team, including on-site programmers, inbound customer services, and finance. Maintained scalable off-site content team.
- **Analytics/ Strategy:** Built P&L reporting and analysis for company owners, tracking complex relationships between cash flow, sales, search traffic trends, fraud, and call center metrics.
- **Community Outreach/ UX:** Trained customer service to script consistently with online brand messaging, and monitored site comments for industry trends and actionable, user-generated insights.

Tidal Research, Content Strategist/ Copywriter

New York, NY | Feb 2006 – Dec 2008

- **Copywriting/ SEO:** Hired and trained a team of 75 freelance to produce 500+ pages of content weekly, based on extensive keyword research.
- **Workflow Optimization:** Worked with programming to develop a custom Wordpress CMS allowing one person to publish high volumes of content, saving hundreds of work hours.

“Polite and Relentless”

Skills

Languages:

Ruby, JavaScript, SQL, HTML5, CSS3

Front-End:

jQuery, AJAX, Backbone, Chart.js, jQuery UI, Underscore.js, Chrome Extension API suite, Foundation, D3.js

Back-End:

Rails, Sinatra, PostgreSQL

Process Management:

RSpec, Jasmine, Git/ Github, Trello, Agile Development, FactoryGirl

SEO/ Conversion Testing:

Google Analytics Qualification (2014), Raven Tools, Optimizely

Education

Sarah Lawrence College

BA, English/ Marketing

Graduated 2002, GPA: 3.6