

Elisha Arantowicz

Social Media, WordPress Developer and Email Marketing

Detailed professional when developing websites with WordPress, with many other Plug-In accessories. Expert in Time Management settings in a fast-paced work environment. Strong ability to build relationships while working with clients to create websites.

EXPERIENCE - PROJECTS

Stream Companies, — Email Marketing Developer

June 2020 - Present

Develops, proofs, tests, and troubleshoot effective HTML E-Mail blasts that adhere to email marketing compliance standards as well as agency standards for Stream Companies' growing client base.

Purplegator, — Marketing Specialist/Project Manager - Web Development and Email Marketing

June 2019 - June 2020

Currently the Project Manager for all incoming websites, as well as the Web Developer for the company's internal websites. Partakes in doing all of the weekly reporting from our RVM (Ringless Voicemail) and IVR (Interactive Voice Response) systems and hands that off to our clients. Also, puts together the total number of results from each of our Facebook and Google campaigns, as well as a presentation for the client to see the improvements.

Freelancer, — Web Developer

December 2016 - Current

Designs professional websites regarding the needs of the clients. Sat down with each client to discuss all the needs and wants for the website. Followed by the developing process where each change in development was reviewed and looked over. Lastly maintaining each of the websites, in the first few weeks/months, mainly with the Content Management Systems (CMS) of WordPress.

Portfolio Website — Personal Website

Personal website created mainly for portfolio work. Created this website for myself with WordPress to showcase my work and my skills when creating websites.

www.elisharantowicz.com

Lycoming County Health Improvement Coalition Inc. — Senior Capstone

Developed a more up to date website for the non-profit, that is now live on their own hosting. Weekly meetings to keep the development process on track. Created Wireframes, Mockups, and multiple versions of the website for the client to approve.

www.lchic.org

Lycoming Arts — Web Project Management

Development process was while working in a team to create the non-profit a new look for the website. Main source of working with the client was through email. (Not hosted on my personal domain, subject to change).

<http://lycoarts.atkinmal.com/>

INFORMATION:

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SKILLS

Content Management Systems

Coding: HTML/CSS, Responsive Design, WordPress, Divi Themes

Facebook Business Manager, Verve, AdCellerant, and Google Ads

Google Analytics For Beginners, Advanced Google Analytics and Google Analytics for Power Users

Adobe Suite - Dreamweaver, Photoshop, XD, and Premiere

Total Choice Hosting, Go Daddy, and Wp Engine

Search Engine Optimization (SEO) and SemRush

Email Marketing - AWeber, Constant Contact and MailChimp

WordPress Plugins: WooCommerce, Galleries, PayPal, Contact Forms, Animations, Duplicator, Accessibility, Smush

AWARDS

Awesome Women Exemplar

Awarded to female students among Penn College who have shown leadership and passion around campus.

Little Mountain Doodles — Myerstown, PA

Developed a website for this company from scratch. Spoke with the client about the needs and wants during the first stages. Created the website with WordPress, with an added feature on an online store so visitors could see dog listings to inquire.

www.littlemountaindoodles.com

Postupak Painting — Wilkes-Barre, PA

Developed a more up to date website for the commercial painting company. Supplied the website with all the features the client wanted. Included the different services the company supplied, as well as images from previous work.

www.postupak.com

Pennsylvania College of Technology, Williamsport, PA — *Presidential Student Ambassador*

August 2018 - May 2019

Assists with all prospective students who come to campus and provide information about Penn College with a full campus tour. Also, helps anyone with the admissions process.

Pennsylvania College of Technology, Williamsport, PA — *Student Activities Assistant*

August 2016 - May 2019

Monitors and directs recipients from the main information desk at Penn College. Helps promote events throughout our campus and runs the POS system for all activities that requires payments.

EDUCATION

Pennsylvania College of Technology, Williamsport, PA — *Bachelors of Science, Web and Interactive Media*

An Affiliate of the Pennsylvania State University August 2015 - May 2019

Minors: Marketing and Digital Marketing

What is something I haven't told you yet?

I love exploring coffee shops and breweries!