

Christine Lee

cleee801792@gmail.com | 503.313.7155 | New York, NY

PROFILE

Web Developer / Web Content Manager with three years of experience, with additional experience in Adobe Photoshop and Illustrator. Passionate about continuous learning, clean design and consumer focused engineering.

Skills: JavaScript, HTML5, CSS3, Bootstrap, Git, Adobe Creative Cloud, Figma, CMS, VS Code, Dreamweaver, A/B Testing, Jira, Microsoft Office Skills, Google Analytics

EXPERIENCE

HS Ad North America, LG Electronics

Englewood Cliffs, NJ

Jr. Developer / Web Content Manager

Aug 2019 – Present

- Developed and managed promotional campaigns using project Jira software for smooth process and delivered web content products to clients in a timely manner.
- Built responsive product pages for web and mobile devices using JavaScript, CSS3, and HTML5 that measurably improved user clicks and activity.
- Worked with various cross functional teams such as engineering, analytics, marketing, and design teams for multiple B2C and B2B promotional projects.
- Managed North America LG.com web contents on a daily-basis using content management system (CMS) for up-to-date PDPs, PLPs, promotional products, and promotion banners.
- Created and implemented interactive hero cards and carousels with internal CSS framework and headless CMS (content management system) that increased traffic to product pages.
- Implemented A/B testing and personalization using Google Optimize and Google Analytics on LG website to analyze user behavior.
- Collaborated with designers to build static UI for LG website to better showcase priority products.
- Supported SEO updates and measurement operations by keeping up-to-date with SEO best practice and search trends.
- Facilitated a new process for getting promotions on LG.com that informs all teams necessary from an operational standpoint.

Xinno Corp

New York, NY

Web Developer Intern

Apr 2019 - May 2019

- Modified WordPress templates to reflect the tone and style of clients.
- Enhanced and maintained websites using JQuery, HTML, and CSS.
- Assisted with designing e-commerce websites.

EDUCATION

Montclair State University

2017 – 2018

Bachelor of Science, Sociology

Art Academy, Gangnam, Seoul, S. Korea

2019

Web Development and UI & UX Studies

PROJECTS

<https://jchristinelee.github.io/>