

# Justin Cormier

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## Overview & Skills

- Ecommerce Developer with over 10 years of experience
- CMS & Ecommerce Platforms: Shopify/Shopify+ | WordPress/WooCommerce | Magento 1
- Functional knowledge of web technologies and frameworks (HTML | CSS | JS | jQuery | PHP | MySQL | Linux)
- Project Management & Version Control (GIT, Teamwork, Basecamp, JIRA, Slack, Trello, Asana, Monday)
- Graphic & Web Design (Adobe Photoshop, Adobe XD, Illustrator, Figma)
- Search Engine Optimization Best Practices
- Client engagement expertise with small businesses to billion-dollar corporations

## Experience

### **ECOMMERCE DEVELOPER & CONSULTANT | FREELANCE | 2017 - PRESENT**

- Provide end to end web solutions for clients using Shopify, Shopify+, WordPress, and WooCommerce
- Design, develop, and maintain all aspects of clients' websites including frontend/backend code, 3<sup>rd</sup> party plugins, and SEO
- Work with clients to develop business goals and form web strategies that help them reach them
- Increase conversions on sites by up to 40% through UX, design and functionality enhancements
- Utilize graphic design skills to create on-site collateral including logos, banners, promotions, and product photography
- Provide all project management with clients to ensure accurate and timely development and launch schedules are met
- Partner with digital agencies to provide contract web development services as an extension of their own company and brand
- Provide exceptional ongoing customer support through technical maintenance, support, upgrades and strategic planning

### **ECOMMERCE OPERATIONS MANAGER & DEVELOPER | NEXT LEVEL RESOURCE PARTNERS | 2016 - 2017**

- Managed all aspects of Next Level's web portfolio, including design, development, enhancements & functionality
- Designed and developed web projects for multi-million-dollar brands including Curves, Mineral Fusion, Harrow Sports, Victory Athletics on Magento, Shopify & WordPress.
- Extended functionality of all websites to meet industry standards and design, increasing revenue by over 50%
- Collaborated with Next Level's executive teams to successfully execute yearly initiatives and growth goals
- Maintained multiple product catalogs for 40,000 SKUs including product additions/maintenance, inventory feed management, shopping feed management and catalog troubleshooting
- Oversaw the creation of custom team stores, uniquely tailored to match each organization's branding and standards

### **ECOMMERCE OPERATIONS MANAGER | OVERSTOCKDEALS/PLUMBINGDEPOT (HAJOCA CORP.) | 2012 – 2016**

- Managed operational processes & teams to develop and grow two eCommerce websites, reaching \$12 million annually
- Increased conversion rates by 30% by leading internal and external development teams through two complete site overhauls
- Collaborated with marketing to execute technical initiatives including email automation
- Grew our catalog to over 50,000 unique items by fostering relationships with Kohler, Moen, Delta Faucets, and more
- Ensured operational excellence by executing daily performance reviews of websites' frontend and backend systems
- Created and analyzed financial reports monthly to ensure profitability, efficiency and identify areas of growth

## Education

**BACHELOR OF SCIENCE – BUSINESS - MARKETING | AUGUST 2007 – MAY 2011 | LOUISIANA STATE UNIVERSITY (LSU)**