

JOANNA JOHNSON

WEB DEVELOPER / ECOMMERCE STORE MANAGER

<https://joannamarieart.com/joanna-johnson-web-design-portfolio/>

520.686.1088 | SAN ANTONIO, TX | JOANNA@JOANNAMARIEART.COM

OBJECTIVE

I am an experienced WordPress expert and team leader with solid expertise in CSS, HTML, Liquid, Javascript, and over 10 years of experience in client management, SEO best practices, ecommerce stores, plugin management, and website security management. With exceptional communication skills, attention to detail, and a keen eye for design, I deliver high-quality work independently or as part of a team.

I am proficient in a range of programming languages, with experience in developing and maintaining responsive, user-friendly, and visually appealing websites using modern web development frameworks and tools and a mobile-first approach.

EXPERIENCE

ePromos Promotional Products

eCommerce Website Coordinator | June 2023 – April 2025

- Primary manager for 100 ecommerce websites including development, design, adding custom sections and functionality, and maintaining through ongoing updates
- Customizing website content and functionality with HTML, CSS, Liquid and Javascript
- Writing, editing and auditing an educational library (60+ documents) for internal, cross-departmental and client use
- Scope proposed projects and prepare SOW documents with timeline and budget
- Working across departments to clarify and complete website UX needs
- Problem solving for UX and UI issues with system wide and/or custom coded solutions
- Developing and maintaining a ticketing system to manage new store development
- Designing webpages using Figma and Adobe Creative Suite
- Netsuite integration testing & review

Jolly Creative Agency

WebCare Lead | February 2017 – May 2023

- Managing client communication and daily requests
- Delegating each item to the appropriate team member and ensuring projects stay on target
- Quality checking work to ensure high standards met
- Developing and maintaining Wordpress sites
- eCommerce store management including payment method, shipping, and product setup
- Writing, editing and auditing educational documents for training and interdepartmental education
- Troubleshooting website display issues or conflicts
- Training team members

TECHNICAL SKILLS

- Expert knowledge of CSS and HTML (10+ years), mid-level skills in Ruby/Liquid & Javascript (3+ years).
- 10 years of experience developing complete websites on Wordpress, including e-commerce sites.
- 2 years of experience building and maintaining promotional products company stores on a centralized CMS.
- Continued development of custom built Wordpress websites – code changes, styling, content management.
- Proficient in the implementation of on-site SEO best practices.
- Quickly pick up new technologies and code languages, particularly with on-the-job execution.
- Able to identify and resolve ecommerce issues (orders, customer experience, payments, etc), code issues, and plugin or theme conflicts, including installing or updating plugins/themes through FTP.

COMMUNICATION

- 7+ years as point of contact for client communication (daily requests, large scope projects).
- B2B and DTC webstore development and maintenance.
- Provides and receives peer review feedback on code, design elements, and website additions.
- Communicates effectively with clients to ensure understanding and acquire all necessary information and resources to complete projects.
- 5 years developing multiple educational libraries (80+ documents) in clear, easy to follow terms for both internal and client use.

LEADERSHIP

- 8 years managing a range of projects simultaneously, short term (24h turnaround) to long term (3-6 month turnaround), within a timeframe and budget.
- Team management and working cross-departmentally, from sales to account management to marketing.
- Proficient in team training through screenshare walkthroughs and written instructional documents.
- Developed and built a streamlined store build ticketing process that cut down research time by 80%.
- 4 years managing client ticket system including analyzing requests, delegating tasks to the appropriate team members, sending price quotes, and maintaining positive client relationships.
- Within 1 year, became the resident expert on an entire platform, including custom coding and webstore setup (shipping, payment methods, products, checkout processes).

REFERENCES

William O'Shea

Director of Ecommerce | ePromos Promotional Products | 516.359.1798

Sarah Jolly

Managing Partner | Jolly Creative Agency | 480.231.9004

Katie Hayes

Operations Project Manager | ePromos Promotional Products | 210.273.4172

Jeffrey Herman

Managing Attorney | Desert Disability | 480.677.9920