



Sidra Celestine Rubel

Web Developer Specializing in WordPress & Shopify Customization

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📍 Santa Monica, CA / Remote

MY STORY

I am a seasoned frontend designer and web developer with over a decade of experience working in web production. I specialize in creating pixel-perfect, responsive WordPress and Shopify sites.

As an eager problem-solver, I have an aptitude for quickly identifying technical issues and determining effective solutions. Give me a challenge, and I'd love to show you what we can accomplish together.

TECHNICAL KNOWLEDGE

📄 HTML5

📄 CSS3

📄 JavaScript/jQuery

🌐 WordPress

🛒 Shopify

📱 Responsive Design

🔧 CRM/CMS Platforms

ADDITIONAL EXPERIENCE

PHP, MySQL, API Integration, Liquid, Bootstrap, GitHub, UI/UX Design, Adobe CS, Figma, AWS, Jira, Asana, Salesforce, SEO Optimization, Google Analytics

TEAM LEADERSHIP

Trained and managed junior developers, ensuring all deadlines and best practices were met for each project.

Defined streamlined processes and created detailed documentation for team members and clients.

Championed fair and healthy work conditions (we're all humans, after all).

PROFESSIONAL EXPERIENCE

Lead Developer & Design Engineer Wonderment Apps

Aug, '15 - Oct, '22

- Launched and maintained 20+ responsive WordPress and Shopify websites, ensuring successful execution of business requirements while meeting deadlines during all phases of development through site deployment.
- Analyzed performance for client sites and took steps to optimize resources, enhance SEO, improve usability, and drive sales.
- Created brand style guides and conceptual wireframes for client platforms using UI/UX best practices, and guided marketing consistency.
- Developed and maintained documentation for both clients and internal team members, and helped define company-wide processes to ensure all project requirements were successfully executed.

Web Developer & Content Manager thinkLA

Nov, '12 - Dec, '15

- Oversaw the evaluation and implementation of a new CMS, migrated all site and member data, and trained employees to use the new system which improved productivity and efficiency of managing members and events.
- Managed all development initiatives: building custom landing pages and email templates, creating engaging content, and adding interactive features.
- Maintained brand consistency across digital and print materials by redesigning social media graphics, email layouts, banners and other signage.

E-Commerce Manager & Web Developer La Peer Beauty

Sep, '09 - Oct, '12

- Established client presence on Amazon and eBay creating new streams of revenue amounting to over \$200k within the first few months.
- Refreshed the store's outdated e-commerce site and built new email templates to start marketing campaigns increasing new site traffic.
- Oversaw warehouse operations, and developed a more efficient inventory system leading to over \$10k/month savings in product losses.

RECENT FREELANCE PROJECTS

- 🌱 Designed and built a WordPress landing page for a fair-trade coffee import company enabling my client to encourage the use of sustainable practices.
- 📄 Updated the WordPress theme, content and mobile experience for a notable professor of astrophysics leading to their selection for participation at SXSW.
- 🛒 Set up a new Shopify website with a customized theme for a celebrity pastry chef and chocolatier, immediately increasing sales by 400%.