Erika J Ponce

Portland, OR
erika.js.ponce@gmail.com
erika-ponce.com

Professional Summary

Highly motivated front-end developer with 3+ years of experience in web development, specializing in process improvement, custom theme creation, and API integrations. Proven ability to streamline workflows, reducing website build time by 40%, and consistently delivering high-quality solutions. Skilled in JavaScript, Shopify theme development, and WordPress, with a strong focus on scalability and innovation. Self-starter with a knack for identifying and resolving production bottlenecks, fostering continuous learning and skill enhancement.

Experience

OCTOBER 2021 - SEPTEMBER 2024

Full Service Funnels, Portland OR - *Web Developer*

- Led process improvements that reduced website build times by 40%, resulting in faster project completion and higher client satisfaction.
- Standardized development procedures, enhancing website quality and reducing errors during the build process.
- Innovated tools using pure JavaScript, enabling more efficient website creation and customization.
- Pioneered Shopify theme development within the company, becoming the go-to expert for all Shopify-related projects.
- Integrated and debugged APIs, ensuring seamless website functionality and a positive user experience.
- Implemented Klaviyo email marketing flows, connecting APIs to track user events and behavior across websites, optimizing lead generation and customer engagement.
- Set up Facebook Pixel for accurate tracking, reporting, and analysis of user activity, enabling data-driven decisions to improve website performance and marketing strategies.
- Monitored campaign performance using Google Analytics and Klaviyo, providing insights to enhance conversion rates and customer outreach efforts.

Education

2019 - 2021

Portland Community College, Portland OR - *AAS*

- Created a fully customized WordPress theme and a simple web app using Vue.js.
- Designed projects under strict technical requirements, demonstrating a strong attention to detail and adherence to specifications.

Key Projects

- **Shopify Custom Themes:** Built Shopify themes from scratch using the Shopify CLI, enabling clients to have fully personalized online stores.
- **JavaScript-Powered Games:** Developed interactive games utilizing JavaScript, showcasing dynamic functionality and advanced logic.
- **Handyman Business Website:** Created a bilingual website for a local business, optimizing user experience and accessibility for both English and Spanish-speaking audiences.
- **WordPress Blog Site:** Implemented a blog site with full account management features, enabling user registration and content management.
- **Front-End Showcase:** Developed several portfolio websites demonstrating expertise in HTML, CSS, Bootstrap, JavaScript, and jQuery

Technical Skills

- JavaScript, Shopify Theme Development, API Integration, AJAX
- HTML, CSS, LESS, Bootstrap, jQuery
- WordPress Development
- Linux (Ubuntu 24.04, PoP OS)
- GitHub Version Control
- Email marketing, Klaviyo
- Google Tag Manager

Core Competencies

- Process Improvement
- Self-Motivated Learning
- Problem-Solving and Troubleshooting
- Documentation and Technical Writing
- Strong Communication Skills

Certifications

- Advanced Google Analytics Certification, 2021
- Currently pursuing Google Data Analytics Certification

Additional Information

- Strong proficiency in Linux operating systems (Ubuntu 24.04 and PoP OS).
- Experienced in GitHub for version control, ensuring seamless collaboration and code integrity.

- Implemented automated testing for websites using Cypress, improving reliability and efficiency in development.