

NICOLE SCHNURR

ECOMM DEVELOPER | MARKETING NERD

CONTACT

✉ contact@nicoleschnurr.me

🌐 www.nicoleschnurr.me

📍 Coquitlam, British Columbia

TECHNICAL EXPERTISE

- Shopify/Liquid
- Responsive web design
- UX/UI research
- Usability research
- HTML5
- CSS3
- Javascript
- jQuery
- PHP
- React
- Redux
- Typescript
- Next.js
- Express.js
- Node.js
- XML
- CI/CD
- MongoDB
- Firebase
- MySQL
- Wordpress
- Kubernetes
- Docker
- Web Accessibility
- AWS
- Azure
- Documentation, testing, tracking and reporting
- REST and GraphQL APIs

CORE STRENGTHS

Interpersonal Communication

Project Management

Strategic Planning

System Development

Analytical Decision Making

Relationship Building

PROFILE

User-centric developer and designer well-versed in interactive and responsive website and applications. Strong marketing and startup background, collaborative worker who thrives on teamwork and feedback in a fast paced environment.

SELECT WORK EXPERIENCE

eCommerce Software Developer

2020-2023

Designed, built and maintain a variety of simple full stack web applications that help marketers navigate legal changes to iOS cookie tracking in 2019, using the Facebook API directly, avoiding the issue of paying high monthly fees for software suites or hiring an expensive specialized software engineer.

- Design and implement Facebook tracking code on websites and mobile apps
- Configure and maintain permissions for accounts, properties, and views
- Troubleshoot and debug tracking issues
- Analyze and interpret data to provide insights and recommendations to clients
- Work with cross-functional teams to ensure accurate tracking and data collection
- Server Side Implementation
- Develop and maintain ongoing business deals with new clients
- Create and maintain extensive ongoing documentation for clients to ensure ease of use
- Product development and management through entire product lifecycle

Highlighted Product:

[Trackatron](#) (Fullstack Web App) – Avoids second party cookie tracking ban by creating a custom URL to post an event to Ad Manager dashboard using the Facebook API

[Github](#) [Live demo](#)

Other full stack products include:

- Audience-A-Nator – Queries to generate look-a-like audiences
- Suggest-O-Rama – Queries to generate suggested likes

Technology used: HTML5, CSS/Tailwind/Bootstrap, Javascript, MongoDB, Node.js, Express.js, Git, Figma, GraphQL APIs, Heroku, Adobe Illustrator, Photoshop, Mailchimp, AWeber, Email on Acid

eCommerce Software Engineer

100devs (agency)

2020-2021

Created full stack web applications and static websites for different clients across small and medium size businesses through the entire product life cycle.

- Developed and maintained ecommerce websites using open source platforms such as WordPress, Shopify, etc.
- Managed the development of new web properties from concept to launch including budgeting, timelines, resource allocation and quality control.
- Provided technical leadership for web projects by mentoring other developers in best practices and standards.
- Collaborated with cross-functional teams (e.g., marketing) to develop a holistic digital strategy that aligns with business goals and objectives.
- Troubleshoot issues across multiple channels (web browsers/devices).
- SEO and analytics best practices
- Accessibility-focused design for user inclusivity
- Email development/direct response
- Rapid iteration of landing pages from Figma designs
- UX/UI research

Technology used: HTML5, CSS/Tailwind/Bootstrap, Javascript, JQuery, PHP, React.js, Redux, Gatsby, MongoDB, Node.js, Express.js, Git, Figma, **Shopify, Liquid**, RESTful and GraphQL APIs, Vue, Angular, Heroku, Webpack, Medusa, AWS, Adobe Illustrator, Photoshop, Mailchimp, AWeber, Email on Acid

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EDUCATION

Sexual Diversity Studies

University of Toronto

2006-2009

Cognitive Science of Language

McMaster University

2009-2011

Linguistics

University of Toronto

2011-2013

Small Business and Entrepreneurship

Mohawk College

2012

WORK EXPERIENCE

Founder and Director

Indy Coop

2015-2020

- Bootstrapped an independent coop of 732 female small business owners, resulting in the largest known coop of its kind in the world: 7 fulltime locations with 2 two satellites locations across 6 Ontario cities, 9 staff members (3 full-time/6 part time)
- Developed innovative sales and marketing strategies to facilitate business expansion
- Designed and executed onboarding program for new members with excellent retention rate
- Lead monthly coop-wide meetings as well as 1:1 meetings with members to address ongoing mutual development of coop culture
- Accountable for developing new business models as a response to towards market conditions that resulted 3 new core departments including – legal, accounting and personal development
- Collaborated with coop members to develop scalable partnerships which resulted in a average net coop fee reduction of 70%
- **Developed over 70 websites on Wordpress platform using WooCommerce, Shopify starting 2019**

Senior Partner

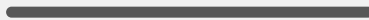
iBelieve

2013-2017

International NGO dedicated to awareness, and the legal and medical support of rare diseases

- Managed relationships with high net worth donors
- Developed brand standards and marketing plan
- Researched available academic grants and managed relationships with curent researchers and institutions
- Petitioned (and won!) two legal changes to provincial coverage for rare disease in Canadian provinces with a team of medical and legal professionals
- Planned high profile fundraising events
- Leveraged a high value network into increased publicity

LANGUAGES

English 

French 