ELLE JACOBS

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CAREER SUMMARY

As an experienced web developer with a strong blend of artistic passion and a solid data-driven foundation, I specialize in creating interactive web applications and software platforms that seamlessly combine creativity with functionality. I am an innovative problem-solver, passionate about developing apps that are responsive and display information in a compelling way. My strengths lie in creativity, attention to detail, perseverance, and teamwork.

PROFESSIONAL EXPERIENCE

Captiva Marketing   St. Louis, MO
Web Developer   August, 2022 – March, 2025
- Led development of 20 new client websites, modernizing the user interface, owning platform management, and increasing traffic and retention.
- Collaborated with cross-functional teams of developers, designers, and account managers to create reusable website components, driving improved efficiency in the development process.
- Demonstrated agility and curiosity by analyzing and refactoring legacy code of 200+ projects. Applied modern solutions to improve functionality and maintainability while ensuring minimal disruption to existing systems.
- Developed and optimized accessible web components using industry best practices to identify and resolve accessibility errors on xgrass.com, ensuring a more inclusive user experience.
- Proactively supported the team in meeting client deliverables by stepping into design tasks, using Photoshop and Illustrator to create and optimize website assets. Enhanced efficiency by accelerating project timelines and keeping work under budget.

FEATURED WORK PROJECTS

Ultra Base Systems | https://www.ultrabasesystems.com
- Objective: Modernize an outdated WordPress site to improve usability, enhance design, and better showcase projects. Identify and correct errors in the site's product calculator that were producing poor recommendations and harming customer trust.
- Outcome: Successfully redesigned the site with a modern, user-friendly interface to enhance client engagement. Fixed the product calculator by implementing a precise formula, ensuring accurate purchasing recommendations.

Dining RD | https://www.diningrd.com
- Objective: Build an engaging platform to drive product sales and streamline company communications.
- Outcome: Developed a visually compelling website with an integrated WordPress blog, enhancing user engagement and driving sales. The client was highly satisfied, resulting in an expanded project scope.

Industrial Ally | https://www.industrial-ally.com
- Objective: Develop a compelling online platform aimed at spotlighting completed projects to attract new clients, while also providing a window into the positive work environment to attract potential hires.
- Outcome: Built an engaging website with videos, imagery, and an intuitive project filter.

KEY SKILLS

- JavaScript (React, React Native, Next.js), Node.js, Python (Flask), SQL, MongoDB, AWS, GitHub, GitLab, Heroku, Data Visualization (Tableau, D3.js), Machine Learning, ETL, Data Processing, Redux

EDUCATION

Washington University in St. Louis   St. Louis, MO
Data Analytics Boot Camp   August, 2021 – January, 2022

University of Miami   Coral Gables, FL
Bachelor of Science, Health Sciences, Minor: Bachelor of Arts, Religious Studies   August, 2011 – May, 2015