

MERCEDES CORTELEZZI

WEB & CONTENT OPERATIONS | WORDPRESS | ELEMENTOR | E-COMMERCE

• St. George, UT | ☎ 435-862-0828 | ✉ mc@lgcyhq.com



PROFILE

Self-taught in web and content operations, with 8 years independently managing a live WordPress/WooCommerce business website. Hands-on experience building and updating pages in Elementor, maintaining product pages and checkout flows, troubleshooting routine website issues, coordinating recurring email campaigns, and supporting small-business operations across content, e-commerce, and technical workflows. Comfortable working in WordPress, WooCommerce, basic HTML/CSS, Google Workspace, Microsoft 365, and email and hosting systems. Bilingual English/Spanish.

CORE EXPERIENCE

WORDPRESS + ELEMENTOR

Page building, page updates, templates, responsive layout checks

E-COMMERCE

WooCommerce, products, checkout, payments, customer accounts

CONTENT + WEBSITE UPDATES

Written content, images, product details, recurring website updates

EMAIL + CAMPAIGNS

Brevo newsletters, custom email templates, imagery, links, CTAs, destination pages

UX + SITE NAVIGATION

Page structure, links, CTAs, customer journeys, usability

TECHNICAL TOOLS

Hosting, DNS, SSL, Google Workspace, SPF/DKIM/DMARC, basic HTML/CSS, WordPress plugins, Microsoft 365

PROFESSIONAL EXPERIENCE

Website, Content & E-Commerce Operations

Sep 2018 - Present

Animal Trace-Minerals® | St. George, UT

- Manage WordPress and WooCommerce operations, including Elementor page layouts, product listings, checkout functionality, customer accounts, content updates, and routine troubleshooting.
- Develop and coordinate recurring Brevo email campaigns, including newsletters, custom templates, images, links, and destination pages.
- Coordinated the migration of a live WordPress/WooCommerce website from GoDaddy to Bluehost, including domain transfers, hosting configuration, DNS cutover, SSL troubleshooting, and continuity of e-commerce operations.
- Manage domain and email infrastructure across multiple business websites, including nameservers, A/MX/TXT records, subdomains, Google Workspace setup, custom-domain email and aliases, SPF/DKIM/DMARC authentication, and DNS troubleshooting.

Customer Service / Escalations & Cancellations

Sep 2024 - Jul 2026

Ace Customer Services / Signature Servicing | Remote

- Managed multiple active client cases in fully remote workflows using CRM systems and Microsoft Teams, maintaining accurate notes, follow-ups, documentation, priorities, and deadlines.
- Promoted into escalations and cancellations after consistently resolving complex issues requiring investigation, judgment, cross-team coordination, and reliable written and verbal communication.

ADDITIONAL RELEVANT EXPERIENCE

Apprentice Network Administrator | Headless Logic - Palm Beach Gardens, FL | 2014 - Windows installs, hardware upgrades, routers and firewalls

Receptionist / Amazon Seller Customer Service | Akechi Inc. - Fremont, CA | 2018 - e-commerce customer and vendor support

Realtor | Keller Williams - KW St. George, UT | 2023 - client and transaction coordination

EDUCATION & TECHNICAL FOUNDATION

Lincoln College of Technology: Computer & Network Support Technician - West Palm Beach, FL

Keiser University: Information Technology coursework - West Palm Beach, FL

*Detail Drives
Results*