

Lara A. Krefski

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PROFESSIONAL SUMMARY

Principal Front-End Engineer and Web Development Leader specializing in React and Next.js, focused on building scalable, component-driven marketing and product platforms. Led migration to a Webflow Enterprise architecture that reduced deployment cycles from weeks to hours. Delivered front-end strategy for a fintech platform supporting \$1.8B in annual processing volume, contributing to a 42% product attach rate and a 35% increase in MQL-to-Closed-Won conversion.

TECHNICAL SKILLS & PLATFORMS

- **Languages & Frameworks:** Webflow Enterprise, React.js, Next.js, JavaScript (ES6+), TypeScript, HTML5, CSS3/Sass, jQuery, Material UI, TailwindCSS, Responsive Design.
- **Data & Back-End:** ASP.NET, C#, MVC, SQL Server, T-SQL, GraphQL, Supabase, SSIS (ETL), SSRS.
- **MarTech & CMS:** Sanity (Headless), Webflow Enterprise, WordPress, HubSpot, Navattic, Wistia, Salesforce, Marketo, Pardot, GA4, GTM.
- **Tools & Operations:** Figma, GitHub Copilot, Jira, ClickUp, Technical SEO, Core Web Vitals, AEO, Agile/Scrum.

PROFESSIONAL EXPERIENCE

WorkWave, LLC. | Holmdel, NJ | Aug 2018 – March 2026

Senior Manager, Web Development | March 2023 – March 2026

- Architected the transition of the corporate marketing ecosystem to a component-based Webflow Enterprise stack, reducing deployment cycles from weeks to hours.
- Partnered with Sales leadership to optimize funnel architecture, resulting in a 35% increase in MQL-to-Closed-Won conversion rates.
- Engineered custom JavaScript-based sales tools, including an ROI Calculator and advanced Calendly integrations, to accelerate lead lifecycles.
- Led front-end strategy for the WorkWave Payments launch, supporting a 42% product attach rate and \$1.8B in annual processing volume.
- Delivered high-visibility microsites for SKO, President's Club, and After Dark, maintaining 100% uptime for marquee corporate events.
- Aligned all web initiatives with executive growth strategy to support 15–20% YoY corporate growth.

Manager, Web Development | Jan 2020 – March 2023

- Received the 2022 WorkWave Operational Excellence Award for leadership and process efficiency.
- Directed the technical build of the PestPac product site, earning the 2020 WebAward for Outstanding Website.
- Developed reusable React.js and Next.js component libraries integrated with Sanity CMS to standardize global UI/UX.
- Mentored a team of mid-level developers, resulting in multiple internal promotions to Senior Web Developer roles.

Senior Web Developer | Aug 2018 – Dec 2019

- Built responsive applications using HTML5, JS, and WordPress while optimizing Core Web Vitals to improve organic search visibility.

Brother International Corporation, Inc. | Bridgewater, NJ | July 2007 – Aug 2018

Web Application Developer

- Developed enterprise-scale internal and customer-facing applications utilizing ASP.NET, C#, and MVC.
- Designed relational databases and managed ETL pipelines (T-SQL, SSIS, SSRS) for enterprise BI and data warehousing.
- Streamlined global product data management through the integration of inRiver (PIM) and Sitecore.
- Managed an Agile development team of 3–4 members, overseeing all task assignments and sprint deliveries.

EDUCATION

- **BS, Management and Consumer Studies** | University of Maryland 1991
- **Certificate in Computer Programming** | DeVry Technical Institute 1994