Ashley Canty

Email Marketing Specialist

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Location: Lansdale, PA

Results-driven Email Marketing Specialist with a strong technical background, combining creative design and coding expertise. Skilled in crafting, testing, and optimizing campaigns across platforms to drive engagement, improve conversions, and ensure consistent rendering for an optimal user experience.

Core Skills

HTML, CSS, MJML, Klaviyo, MailChimp, ConvertKit, Responsive Email Design, Email Client Testing, Litmus, Google Analytics, JavaScript, Shopify, Wordpress, Figma, AdobeXD, Swift, UIKit, SwiftUI, GIT, Jenkins, Gerrit, Github

Work Experience

IOS Engineer   Jan 2019 - Dec 2023
The Meet Group | New Hope, PA

- Worked in an Agile collaborative environment, participating in sprint planning, sprint retrospective, scrums, and coordinated paired programming sessions with teammates from different time zones.
- Collaborated with cross-functional teams to ensure seamless project execution, including working closely with UI/UX designers to ensure adherence to brand guidelines in all deliverables.
- Regularly communicated status and provided timely escalation of issues to ensure project objects were met.
- Developed and maintained IOS applications, ensuring code quality and timely delivery of features.
- Created Unit Testing with the XCTest framework to ensure the code reliability and performance.
- Integrated Apple's App Attest and DeviceCheck, improving app security and integrity. Provided technical documentation/flow diagrams for comprehension and ease of maintenance.
- Engineered custom UISegmentedControl component that listens to host app configs.

Freelance Web Developer   Mar 2020 - Apr 2020
Get Thorough LLC | Newark, New Jersey

- Developed and launched a responsive WordPress website for a New Jersey-based home health care agency.
- Managed content creation, including copywriting and editing to ensure clear, concise, and on-brand messaging.
- Optimized images and assets to improve web performance and loading times.
- Implemented responsive design principles to ensure seamless user experience across all devices.
- Utilized WordPress CMS for efficient content management and future updates.

Freelance Digital Marketing Analyst   Mar 2020 - Jun 2020
Deransburg International | Sugarland, TX

- Managed email marketing campaigns using MailChimp, overseeing template design, content creation, and call-to-action optimization.
- Assisted with website updates, ensuring accuracy and consistency of copy across all pages.

- Integrated Google Tag Manager with the company website to measure and analyze website performance.
- Provided weekly analytical reports on website traffic, user behavior, and campaign performance.
- Ran targeted advertising campaigns on Facebook and Instagram, implementing Google tags for traffic tracking.
- Collaborated with cross-functional teams to align digital marketing efforts with overall business objectives.

Projects

Daily Harvest Clone (Shopify w/ Klaviyo)

Integrated Shopify with **Klaviyo** to create automated flows, including a **welcome series** triggered by user sign-ups. Leveraged **decision splits** for personalized content and targeted engagement, optimizing the customer lifecycle through email automation.

Email Capture Landing Page with ConvertKit

Built a responsive landing page focused on email capture, integrated with ConvertKit. Conducted comprehensive testing via Litmus to verify responsiveness and compatibility.

Lucid Newsletter Email

Recreated Lucid's newsletter email using MJML, maintaining the original design's visual appeal and structure. Leveraged MJML's responsive grid system for flexible and consistent layouts across devices.

Etsy Transactional Email

Developed a transactional email based on an Etsy receipt using MJML, focusing on clarity, information, and branding elements for visual identity. Utilized MJML's pre-built components to create a responsive layout that adapts seamlessly to different screen sizes.

Kohl's Promotional Email

Rebuilt a promotional email from Kohl's using MJML framework for enhanced responsiveness and compatibility. Tested and optimized the email using Litmus to ensure consistent rendering across major email clients.

Education

Rutgers University - Newark   Jan 2012 - Dec 2018
    Bachelor | Computer Science