Greg Robinson

Senior Developer, Email at Atlassian

Summary

N/A

Experience

Senior Developer, Email at Atlassian

October 2016 - Present

Technical Producer, Email at Practice Fusion

June 2014 - October 2016 (2 years 4 months)

- Lead technical development of email campaigns using ExactTarget (Salesforce Marketing Cloud)
- Independently own and manage HTML emails including responsive design
- Develop lists and segmentation using custom and evolving SQL scripts
- Program using AMPscript to create highly complex and sophisticated personalized content
- Create and manage approximately 50 ongoing triggered campaigns
- Build and manage custom and dynamic ExactTarget landing pages

Senior Web Developer, Email at SEPHORA

September 2008 - June 2014 (5 years 9 months)

- Solely owned and managed end-to-end email campaign development for an audience of 23M+ and accounting for 20% of all digital revenue. Developed using HTML, CSS and JavaScript for an average of three unique campaigns weekly
- Specialized in turning graphic design files into interactive web pages using HTML and CSS, including responsive design coding for both email and web development
- Programmed rule script technology to serve dynamic content dependent upon user profile settings through Java/JavaScript coding techniques

Web Developer at LoopNet

May 2003 - September 2008 (5 years 4 months)

- Owned front-end development ofor LoopLink product for 1200+ commercial real estate websites including Grubb & Ellis, CBRE and Coldwell Banker
- Fully managed top monetization product from end-to-end, including sales, account management and development
- Built customized search and search results pages in ASP.NET using HTML, CSS, and JavaScript
- Acted as technical sales engineer throughout on-boarding process as well as implementation and ongoing technical support for key real estate firms

Co-founder

January 2008 - August 2008 (7 months)

  Co-founder and lead front-end developer at www.slicefinder.com

Account Manager, Client Services at LoopNet

August 2001 - May 2003 (1 year 9 months)

  - Educated customers on site navigation features and new-to-market products to effectively promote
  commercial real estate listings

  - Up-sold paid products and provided leads to sales team

  - Developed and maintained client relationships for client base of 250k+ paid subscribers

  - Upheld 24-hour SLA for any client inquiries via email, calls and live chat

Education

University of New Hampshire

Bachelor's degree

Greg Robinson

Senior Developer, Email at Atlassian

Linked in.

Contact Greg on LinkedIn