Chelcie White

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Highlights

- Continuous Process Improvement.
- Customer retention.
- Fluent in Spanish and English.
- HubSpot - Email Marketing Certified.
- Managed 3-4 million emails per month.
- Proficiency in Excel (including creating Pivot Tables/formulas)
- Python, AMP, HTML, Bootstrap, CSS, and Javascript knowledge.
- DKIM, SPF, DMARC.

Work Experience

Welltok

Email Marketing Specialist / Alpharetta, GA / May 2019 - September 2020

Responsible for monitoring email metrics and assisting with effective campaigns across different email clients and browsers. Actively monitor and analyze data with Excel and Python scripts. Hand-coded and troubleshoot HTML email templates with Adobe Dreamweaver. Modify images with Adobe Illustrator and Adobe Photoshop.

- Serve as an email liaison between diverse, cross-functional teams.
- Drove improvements to team process around email production by creating easy to copy and edit templates.
- Ensure campaigns are delivered on schedule in Campaigner (Email Service Provider), to meet strict deadlines.
- Proactively update and create email documentation with Adobe InDesign.
- Create custom onboarding programs to optimize ROI through email and warm-up IPs.
- Increase the average open rate by 17% by targeting new audiences and removing inactive email addresses in collaboration with Account Managers.
- Reinforce Best Practices and developed KPIs, these efforts improved delivery rates from 68% to 96%
- Re-designed Email Marketing dashboard, this change allows customers to quickly identify email performance.
- Troubleshoot technical issues with the Email Service Provider.

ReviewPro inc

Customer Success Manager - Account Manager / Atlanta, GA / September 2018 - May 2019

Primary responsibility is to proactively reduce churn rate and increase customer retention. Daily responsibilities include initiating live webinar training sessions for hoteliers on key product functionalities while juggling multiple projects and providing technical support through phone and email for U.S and Latin American C-level clients.

- Actively modify and create mobile-friendly Guest Satisfaction Survey layouts and stylesheets using HTML and CSS.
- Create custom deliverability reports for bulk emails using MailChimp and Mailgun APIs.
- Prepared internal product engagement reports to understand the buyer's journey and upsell when possible.
- Collaborate with Sales and Product teams to decide sales best practices and product enhancements.

Barracuda Networks
Technical Support Analyst / Alpharetta, GA / January 2018 - March 2018
Provided technical support for Email Security Gateway customers over email and phone. Successfully solved technical issues by troubleshooting through Linux command line. Proactively configured and managed SSL certificates to ensure email security.

Mailgun Technologies
Stretch Assignment - Customer Experience Manager / San Antonio, TX / June 2017 - December 2017
Primary responsibility is to retain and develop the top 250 high paying customers by proactively addressing pain points from C-level customers. Served as an escalation path for customer requests and technical issues; generated and maintained internal and external communication updates throughout the escalation process.
- Displayed ability to handle multiple tasks and reduced first ticket response time from 12 hours to 1 hour.
- Increased customer satisfaction rating from 62% to 97% for the top 250 customers.
- Created guidelines for email optimization for both promotional emails and transactional emails that resulted in higher deliverability rates.

Mailgun Technologies
Application Administrator / San Antonio, TX / May 2016 - December 2017
Provided onboarding assistance to customers and technical support for email automation. Collaborated with developers by testing, documenting, and reporting potential design flaws with JIRA.
- Educated customers on Email flow and email security such as DKIM, DMARC, and SPF.

Rackspace
Customer Service Technician / San Antonio, TX / August 2014 - April 2016
Provided technical support for Rackspace and Microsoft email.

Education
Associate Degree in Information Technology, Cisco
Hallmark University / San Antonio, TX / May 2013 - August 2014