

# Andre Edden

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## PROFILE SUMMARY

An accomplished, results-oriented, and innovative professional with ability to increase email marketing success by coding, building, and testing email communications. Utilize HTML/CSS and email marketing best practices to create and code interactive experiences for email. Skilled at creating a unique customer experience that highlights brand messaging. Drives customer experience improving click rates and conversion rates. Maintains up to date awareness of technological trends and technological advances. Able to facilitate translation of customer vision into a functional web experience that engages customers and improves the bottom line.

## CORE COMPETENCIES

- Demonstrated experience with email marketing and marketing automation technology
- Apply the best practices in email development, email compliance regulations, and accessibility
- Set up, test, and launch complex email campaigns with dynamic content, and SMS messaging
- Monitor reputation, engagement, inbox placement, and blacklists across all domains and Ips
- Adept at designing, coding, testing, and debugging ad hoc email sends and large email campaigns
- Able to work independently as well as collaborate with other members of the email team
- Produce high-quality and optimized HTML emails in line with company goals and objectives
- Strong written and verbal communication skills for documentation and official correspondence
- Excellent time management skills and a demonstrated ability to build and stick to project deadlines

## SKILLS HIGHLIGHTS

Front-End Development  
Web Content Writing  
Project Management  
Agile Development

Email Management  
Content Management  
Requirement Analysis  
Creativity & Innovation

Email Marketing  
Testing, Coding, & QA  
Client Communication  
Basic Data Structures

**Technical Skills:** HTML, Cascading Style Sheets (CSS), JavaScript, HTML Emails, E-Commerce

## PROFESSIONAL WORK EXPERIENCE

### Executive Sous Chef – P.F. Chang's

Oct 2021 – Present

- Responsible for performing various tasks on the line, counting and rotating inventory.
- Lead a team that brought product waste down 6%.
- Implement a cross utilization of multiple dining areas increasing revenue by 15%.
- Organize and maintain the kitchen to ensure member satisfaction during busy hours of operation.
- Implement cost cutting techniques in order to lower the food cost by 10% to a 32% food cost.
- Monitor sanitation practices to ensure that employees follow standards and regulations.
- Help to orchestrate and facilitate a solid working relationship between front and back of the house.
- Won employee of the month back-to-back from Jan-Feb for hard work and performance.

### Manager – Buffalo Wild Wings

Dec 2019 – Oct 2021

- Managed team members to meet projected monthly sales by 1% and coaching on up-sale tactics.
- Led team members while lowering food and alcohol cost by 2%.
- Reduced negative reviews and coached FOH on gaining increased tips.
- Opened and closed the store, managed inventory, and increased team productivity by 3%.
- Improved efficiency, sequence of service, order expediting and table-turn times in all dining outlets to achieve a 19% gain in daily covers served with zero additional labor or overhead costs.
- Recognized for the month of July, 2021, for exceeding expectations, delivering positive results impacting the store, and being the life of the party.

### Technical Support Specialist – Amazon Web Services (AWS)

Mar 2020 – Feb 2021

- Handled multiple contacts with professional verbal skills with heightened understandings to detail.
- Increased productivity during the pandemic and decreased wait/hold times.
- Provided excellent customer support while providing technical assistance in an efficient yet friendly and patient manner.

- Leveraged multiple tasks during peak periods, specializing in prime video troubleshooting, retail support, and general IT solutions with a vast escalation ticket system with industry standard flow tools.
- Responsible for security verification of contacts, form codes, and annotation for records of accounts were top priority.
- Assisted developers with outages, lowered customer complaints, and implemented new features behind the scenes that the end-user would experience in real-time.

## EDUCATION

- **Java Full-Stack Developer** – [Per Scholas](#) **2021 – 2022**  
*Studied Java Full Stack Development. Worked in Various groups using JIRA to create mock projects with agile methodologies. This course provided classes front the front-end languages to back-end languages.*
- **UnderGraduate, Digital Media Design** – [Baker College](#) **2013 – 2014**
- **High School Diploma** – [Mount Clemens High School](#) **2009 – 2013**