

Gregory Harris

Email Developer

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PROFILE

Email Developer with a solid foundation in HTML and CSS. Eager to apply my knowledge in crafting visually engaging email campaigns and optimizing templates for diverse devices. Collaborative team player with a strong work ethic and a willingness to learn from experienced professionals to support organizational success.

SKILLS

Responsive Email & Web Design | HTML | CSS | Email Deliverability | JavaScript | Copywriting
Email Campaign Management | Marketing Automation | A/B Testing | Mailchimp | AWeber
Landing Page Optimization | Microsoft Office | Adobe Creative | Zoom | Skype | Slack | Trello | G Suite

EXPERIENCE

Email Developer Instant Small Biz | *Kansas City, MO* 2018 - 2019

- Developed creative and captivating emails for campaigns that helped grow client to over 70k conversions in under 12 months
- Created email marketing campaign that maintains 22% open rate and 3.5%+ CTR
- Collaborated with marketing and design to develop compelling content and visuals for email campaigns.
- Managed and segment email lists to ensure targeted communication and maximize engagement
- Email marketing management and implementation in HubSpot. (10k+ monthly sends)

Email Developer That Ankh Life | *Kansas City, MO* 2012 - 2014

- Designed and coded responsive email templates that align with the clients brand voice.
- Wrote creative engaging copy for marketing broadcasts that spiked holiday sales.
- Created an engaging email campaign that increased small retailer's subscribers from 400 to over 2,500 contacts in 12 months.
- Spearheaded the implementation of a newsletter campaign which maintained 2.9% CTR.
- Used Mailchimp and AWeber to manage client's accounts.

Construction Foreman LIUNA Local #1290 | *Merriam, KS* 2008 - 2023

- Communicated directly with clients
- Prevented cost and time overruns by coordinating the scope and scheduling of sub contractors.
- Managed up to five crews of up to 10 workers.
- Planned and managed bridge, heavy highway, and commercial building construction projects.
- Completed the 4-year Construction Laborer's Apprenticeship Program.

CERTIFICATIONS

Email Marketing | *HubSpot Academy* 2024

Computer Science for Web Programming | *HarvardX* 2023

Construction Apprenticeship Certification | *LIUNA* 2011

EDUCATION

AAS Industrial Technology Courses MCKKC | *Kansas City, MO* 2019