

JENNY CITHERLET

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SUMMARY

I am a resourceful Email specialist and Account Producer with extensive experience in project management. I specialize in HTML/CSS transactional emails and marketing campaigns.

I utilize strong organizational, planning and communication skills towards improving operational efficiency. I have a passion for people and technology.

With a comprehensive background in digital media and web technologies, I am a problem-solver with excellent analytical and negotiation skills. I am committed to providing the best customer experience as well as continuous improvement.

SKILLS

- 6+ yrs. of experience in email production (HTML, CSS)
- Strong working knowledge of CMS, HTML, CSS, audience segmentation and A/B testing
- Experience using ERPs (Oracle, SAP for HR), Salesforce Marketing Cloud
- Dynamic and reliable team-player with proven organizational and communication skills
- Customer service attitude and trustworthy, positive approach. Experience working remotely
- Experience with email best practices CAN-SPAM, GDPR compliance, and EU Spam Laws

PROFESSIONAL EXPERIENCE

EMAIL / WEB SPECIALIST – CRM

APRIL 2020 TO PRESENT

Freelance

- Building collateral (HTML transactional email and marketing campaigns) for clients
- Advocate best practices in email design, content strategy, and digital marketing using CSS to meet design specifications of customers for the specific application
- Built and updated Wordpress pages using Sketch or Figma files
- Conduct audience segmentation and A/B testing
- Manage projects involving clients and various internal departments
- Create, test and maintain web pages with WP

GUESTFOLIO – CENDYN, WHISTLER, BC
ACCOUNT PRODUCER

MAY 2014 - MARCH 2017
MARCH 2017- MARCH 2020 (CONTRACTOR)

- Responsible for on-boarding and building new accounts. Uses creative and digital skills to build collateral (HTML/CSS automated email marketing solution, newsletter, Mobile Concierge app & survey) for our hotel clients worldwide
- Contact clients on a regular basis including in-depth weekly or monthly calls to review campaign performance, suggesting additional email marketing strategies and campaign optimizations to continuously improve results

Whistler Heli-Skiing, Whistler, B.C., Canada

DECEMBER 2004 – FEBRUARY 2014

GROUND OFFICE MANAGER & ADMINISTRATOR

- Managed and trained team of 15 Sales Associates
- Monitored and tracked accounts payable/receivable
- Acted as the main contact for booking agents and provided booking agents with Product Knowledge Sessions
- Built and maintained strong business partnerships to deliver a high level of service
- Created and implemented tools & processes for tracking reservations and seat bookings
- Coordinated administration & communication on a daily basis

ADDITIONAL SKILLS

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- Familiar with CAN-SPAM, GDPR and CASL regulations
 - Experience in using Salesforce Marketing Cloud, Agile
 - Proficient in Adobe Creative Suite, Microsoft Office, Google Docs, Asana, Slack, Teams
 - Experience using ERPs (Oracle, SAP)
 - Fluent in French/English
 - Familiar with SQL

EDUCATION

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|---|----------------------------------|---|------|
| ○ | Web Development Bootcamp | Lighthouse Labs, Vancouver, BC | 2020 |
| ○ | Digital Marketing & Social Media | British Columbia Institute of Technology | 2019 |
| ○ | Web Technologies | British Columbia Institute of Technology | 2013 |
| ○ | Business Diploma | Ecole Supérieure de Commerce, Switzerland | 2002 |

LAUGUAGES

Fluent in French, English and professional working proficiency of Spanish & German