**JENNY CITHERLET** P: 604 935 6304 E: [jennycith@gmail.com](mailto:jennycith@gmail.com)

**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 May 2014 - March 2017**

**Account Producer 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**

* 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**

* 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