



Portfolio: <http://jpryce.github.io>

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# Jonathan Pryce

## PROFESSIONAL EXPERIENCE

### HEALTHCASTS LLC, NEW YORK, NEW YORK

Digital Marketing Production Consultant, April 2017- May 2017

- Evaluate current digital marketing automation tools and campaigns
- Propose optimization strategies to revamp operations

- Over 3 years of experience specifically in email marketing production: writing, coding, testing emails that ran through various campaigns.
- Has proficiency with Photoshop, Indesign, Dreamweaver, HTML, and CSS.
- Has used a number of ESPs, CRMs, and CMSs including Constant Contact, Salesforce and Wordpress.

### TIFFANY & CO, NEW YORK, NEW YORK

Digital Marketing Specialist, August 2016- March 2017

- Oversee the operations and execution of all aspects of global CRM and marketing emails across the organization.
- End-to-end management of Global Tiffany email deployment, which includes: (Asset tracking/routing, URL Coding, & Quality Assurance)

### SBG MEDIA INC, BROOKLYN, NEW YORK

Email Marketing Producer, April 2014-June 2016

- Manage and create the email marketing campaigns of multiple websites (HTML, CSS, Copywriting, & Deployment)
- Coordinate the trafficking of digital media creative assets between agencies, publishers and technology providers in the areas of search, email, web and mobile marketing

## Technical Skills

HTML	80%
CSS	80%
Photoshop	60%
Indesign	60%
Illustrator	40%
Jquery	50%
Microsoft Office	70%

## EDUCATION

### CITY COLLEGE OF NEW YORK, NEW YORK, NEW YORK

- Bachelors in Advertising/ Public Relations, Minor in Economics  
May 2012

### GENERAL ASSEMBLY, NEW YORK, NEW YORK

- Front End Web Design Boot Camp  
May 2016