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PROFESSIONAL EXPERIENCE

CPA.com, NEW YORK, NEW YORK

Web Producer, October 2017-Present

- End-to-end management of Marketing email deployments
- Execute content updates for ecommerce website
- HEALTHCASTS LLC, NEW YORK, NEW YORK

Digital Marketing Production Consultant, April 2017- July 2017

- Over 4 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.

• Evaluate, propose, and execute optimization strategies for seasonal digital marketing automation tools and campaigns

TIFFANY & CO, NEW YORK, NEW YORK

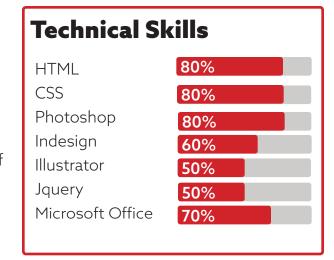
Digital Marketing Specialist, August 2016- March 2017

• End-to-end management of Global seasonal Tiffany email deployment, including: (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)



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