



Portfolio: <http://Jpryce.github.io>  
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## **Technical Skills:**

HTML, CSS, Photoshop, InDesign, Illustrator, JQuery, Microsoft Word, Excel, Outlook, Powerpoint, JIRA, Workfront, Salesforce, SEO, SQL, Social Media, PPC, Wordpress, Marketo, Drupal

## **Education:**

Bachelors in Advertising/Public Relations, Minor in Economics, May 2012  
City College of New York, New York, NY

Front End Web Design Boot Camp, May 2016  
Salesforce Certified Marketing Cloud Email Specialist, July 2020  
Google Search Ads Certification, August 2020

## **Professional Experience:**

### **EY, Atlanta, GA, October 2019 – Current Digital Marketing Specialist**

- Worked closely with program managers to design and build campaign landing pages, e-mails and setup automated nurturing programs via HTML, CSS, JIRA, Workfront, Salesforce, and Adobe suite. Maintained the marketing database ensuring clean data, data segmentation according to digital strategies.

### **AICPA, New York, NY, October 2017 – October 2019 Web Producer**

- Provided services to support the execution of campaigns such as creating digital assets, landing pages, e-mail templates, web-forms via HTML, CSS, JIRA, Workfront, Salesforce and Adobe suite.
- Used Drupal and company software to organize and update website content.

### **HealthCasts LLC, New York, NY, April 2017 – July 2017 Digital Marketing Production Consultant**

- Evaluated, proposed, and executed optimization strategies for seasonal digital marketing automation tools and campaigns using HTML, CSS.

### **Tiffany & Co., New York, NY, August 2016 – March 2017 Digital Marketing Specialist**

- Supported Tiffany global digital marketing department with seasonal email campaign deployment, including asset management, URL Coding, and Quality Assurance.

### **SBG Media Inc., Brooklyn, NY, April 2014 – June 2016 Email Marketing Producer**

- Designed email templates, HTML email newsletters and PPC campaigns for multiple internal and external client programs, following CAN-SPAM laws and implementing email authentication, dynamic content, A/B testing, send-time optimization.