

# Jonathan Pryce



Portfolio: [Jpryce.github.io](https://jpryce.github.io)

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- 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 CMS including Constant Contact, Salesforce and Wordpress.

## **PROFESSIONAL EXPERIENCE**

### **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

- Conduct research including target audience identification, competitive analysis, qualitative web site profiling, search engine keyword analysis, and secondary research aggregation
- Manage and create the email marketing campaigns of multiple websites
- Work closely with the Digital Media Manager in the preparation of estimates, campaign schedules, budgets and other project management requirements
- Coordinate the trafficking of digital media creative assets between agencies, publishers and technology providers in the areas of search, email, web and mobile marketing

## **EDUCATION**

### **CITY COLLEGE OF NEW YORK NEW YORK, NEW YORK, UNITED STATES**

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

### **GENERAL ASSEMBLY NEW YORK, NEW YORK, UNITED STATES**

- Front End Web Design Boot Camp  
May 2016

## **ADDITIONAL SKILLS**

- Proficiency in Microsoft Office programs (Word, Excel, PowerPoint)
- Intermediate HTML, CSS
- Experienced with the Adobe Creative Suite
- Proficient in Spanish
- Experienced with Google Analytics
- Basic JQuery/Javascript