



Portfolio: <http://Jpryce.github.io>
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198 Clay St SE Atlanta, GA 30317

Technical Skills:

HTML, CSS, Photoshop, InDesign, Illustrator, JQuery, Microsoft Word, Excel, Outlook, Powerpoint, JIRA, Workfront, Salesforce, SEO, 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
General Assembly, New York, NY

Professional Experience:

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

- End-to-end management of marketing email deployments and social media ads via HTML, CSS, JIRA, Workfront, Salesforce and Adobe suite.

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

- End-to-end management of marketing email deployments via HTML, CSS, JIRA, Workfront, Salesforce and Adobe suite.
- Use 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

- End-to-end management of Global seasonal Tiffany email deployment, including asset management, URL Coding, and Quality Assurance.

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

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