Todd Campbell-Crow
Hopewell, NJ. Reach out to creaux@gmail.com or 609-613-6767

HTML5, CSS3, JavaScript, SASS/LESS, NPM. Linux/Windows Command Line. Gatsby, Bootstrap.

Google Analytics, EmailOnAcid, Luminate, Github, Slack, Trello, Wordpress, GIMP, Photoshop, Sketch.

Crowbell Design, Hopewell, NJ
Freelancer, 2014 - present
- Created and supported responsive web pages, email newsletters, web apps, and other deliverables
- Hand-coded HTML email, focusing on functionality and responsiveness across clients, devices; minimized load times
- Debugged and built features onto existing codebases, including CMS templates, javascript apps, and Google Analytics queries
- Produced projects for financial, pharmaceutical, marketing technology, retail industry
- Practiced service leadership with project partners: proactively discussing teamwork, planning division of labor, soliciting feedback, setting expectations, and tight focus on project goals
- Employed customer management systems, content management systems, Google Docs to organize and share project files

VoxSnap, Santa Clara, CA
 Marketing: Content and Social Media, (Contract), August - November 2019
Established VoxSnap content marketing strategy: analyzed SEO and sales figures, presented KPIs broken into specific goal-oriented steps
- Raised total site traffic by 350%
- Created newsletter and video content from planning to delivery, including copy, graphics, code
- Generated email marketing leads for 4 rounds of Salesforce email marketing campaigns
- Employed HubSpot marketing automation and analytics tools to schedule content for best-performing time
- Developed technical, editorial manuals for website and social media content creation

Icahn School of Medicine at Mount Sinai, New York, NY
HTML Email Developer (Contract), 2015 - February 2019
- Created responsive web pages and HTML emails in NetCommunity and Luminate CMS, hand-coding all HTML, JavaScript and CSS
- Increased year-over-year contract value by 250%
- Worked closely with Mount Sinai fundraising development team on workflow scheduling, design requirements, editing, audience targeting, verification, and release scheduling
- Managed multiple simultaneous projects on tight deadlines
- Debugged complex and persistent issues arising from email platform idiosyncrasies
- Interpreted PDF design mockups, created new designs according to Mount Sinai style guides

BA, History; Asian Studies Certificate, University of Pittsburgh, 2009
UX / Project Management Certificate, Startup Institute, 2014
Portfolio: **https://crowbell.design**