



Joe Kalucki

Digital Marketing Specialist

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Experience

Aug
2011-
present

Digital Marketing Coordinator

Design, code, and execute all outgoing marketing e-mails and landing pages to drive engagement for both lead generation and customer touch using industry best practices and digital marketing trends. Administer all aspects of the company website. Keep track of marketing efforts with Google Analytics, facebook insights, Pardot, and salesforce.com to make data driven decisions.

May
2011

Technical Support

Respond to technical queries from University librarians and students who were experiencing issues while trying to access our academic databases. Organize support cases via Salesforce.com. Execute customer renewals of products. Work closely with sales, development, and production teams

Sept
2010

Lead Music Instructor

Instructed pre-k and special needs children the importance of early artistic exposure at an award winning institution. Organized and created a new lesson plan each week while providing an energetic and motivational atmosphere for both students and parents.



Education

New York Code and Design Academy

A hands-on, intensive, programming course that teaches how to design and develop websites and apps using core skills in languages such as HTML, CSS, JavaScript, JQuery

Rowan University

Bachelor's Degree, History
2008-2010



What I'm Made of

Skillset

- Advanced HTML/CSS
- JavaScript & JQuery
- Git
- Adobe Creative Suite
- Final Cut Pro 7
- Photography
- Videography
- Graphic Design

Joe has an incredible work ethic and a "can do" attitude, always willing to learn something new and try a new approach. He has a strong technical aptitude and is also very self-motivated, working well independently yet making significant contributions to team meetings as well. Finally, Joe is immensely well-liked by all his colleagues and really contributes to a positive team environment. - Jessica Kemp, Director of Marketing