

Alexis V. Tamayo

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PROFESSIONAL SUMMARY

Email Developer proficient in marketing and programming with front-end technologies, including HTML, CSS, and JavaScript, with a demonstrated ability to use MJML to design responsive and visually appealing personal email templates. Experienced in utilizing jQuery, APIs, and SQL in web development, with eagerness to apply these skills to enhance email campaigns. Excited to expand my skill set by delving into automation tools, refining KPI strategies, marketing operations, and exploring ESPs, aiming to revolutionize email campaigns' impact.

PROFESSIONAL EXPERIENCE

Shift Manager/Barista Trainer | Starbucks | Plainfield, IL

2017 - current

- Conduct performance meetings alongside store and district management to increase employee confidence and competence.
- Assist Store Manager with data analysis and data interpretation via Inventory Management System in regard to cash management, inventory, and customer connections.
- Ensure baristas are following standards, by coaching, to complete tasks efficiently and further develop skills.
- Maintain a stable atmosphere effectively providing seamless customer service during stressful situations.
- Train new employees on company policies, routines, and positions by using company given resources.
- Demonstrate project management skills often through planning, organizing, and directing completion of store projects.

EDUCATION

Coding Dojo | Full-Stack Web Development Certificate | Romeoville, IL

2022

- An immersive six-month Full-Stack Training Program in various Front-End languages, Python, and Java
- Spent 1000+ hours on intensive coursework through all phases of project development of full-stack applications including building, debugging, and deploying.
- Collaborated with other developers to create full-stack applications
- Utilized version control tools such as Git and Github

Lewis University | Bachelor of Arts in Psychology with Minor in Natural Science | Romeoville, IL

2017-2020

- Conducted research to analyze consumer preferences and possible trends
- Gathered and interpreted data to identify market opportunities
- Tailored marketing strategies to specific audience/customer segments after profiling target audience
- Analyzed the cognitive processes behind decisions and created marketing strategies that align with decision-making stages
- Conducted A/B testing to determine the most effective strategies.

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SKILLS

- Conducted quality assurance (QA) testing on email templates through platforms such as, Litmus to guarantee rendering consistency across various email clients
- Familiar with Email Service Providers (ESPs), email marketing platforms, and the CAN-SPAM Act.
- Understanding of email automation principles and their application in streamlining email marketing workflows.
- Proficient in SQL for database querying, data retrieval, and integration into email marketing strategies.