

MICHAEL TREVINO

HTML Email Developer

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EXECUTIVE SUMMARY

As an email developer, getting back almost instant feedback from email campaigns allows me to make changes that directly impact client interaction and company revenue. Using marketing skills such as Google Ads, Landing Pages and Email Marketing, I Co-founded a natural supplement company. In addition to my technical skills, I am a creative problem-solver who enjoys collaborating with others to achieve common goals while continuously learning from team interactions. My Colleagues describe me as organized, reliable, and ever-ready to assist fellow team members.

TECHNICAL SKILLS

Languages: HTML, CSS, JAVASCRIPT | | **Frameworks/Libraries:** Bootstrap, SASS | | **Databases:** SQL

Tools: Visual Studio Code, Adobe Photoshop, Figma, WordPress | | **ESP's:** MailChimp, HubSpot (Email Certified)

FUNCTIONAL EXPERTISE

Project Management, Customer Relationship Management (CRM) | | **Digital Marketing:** Marketing Automation, Search Engine Optimization (SEO), Marketing Campaign Management | | **Design:** Graphic Design, Innovation and Creativity | | **Teamwork:** Cross-Functional Communication, Collaboration

WORK EXPERIENCE

NATURAL BLENDS SUPPLEMENTS

Mar 2021 – Present

Email Developer / Website Administrator

- Utilized HTML/CSS within HubSpot to configure, build, test, and troubleshoot emails
- Deployed and maintained websites, domains and hosting with WordPress
- Managed workflow to meet business and creative deadlines
- Developed an email design system to solidify brand identity
- Monitored and assessed campaigns to achieve KPIs, assembling monthly reports detailing clicks, opens, and other relevant metrics for each completed email campaign
- Performed cross-client testing using Litmus, Email on Acid and Real Devices

M.C.N.A. INSURANCE

Mar 2023 – Aug 2023

Benefits Administrator

- Effectively communicated complex benefit information to over 30 clients per day
- Resolved issues related to benefits, such as claim discrepancies or coverage questions
- Worked collaboratively with departmental teams to create improved benefit strategies and procedures
- Utilized company database to efficiently access and update sensitive client information
- Assessed various benefit options and determining the most suitable plans for clients based on need

EDUCATION

B.S. Mechanical Engineering. UTRGV (4.0 gpa)

Relevant Coursework: Communication, Teamwork, Research, Critical Thinking, Problem-solving, Decision Making

HTML, CSS, Coding, Email Marketing. Coding Phase

Relevant Coursework: Learned how to create HTML emails using HTML, CSS and Zurb Foundations, Email Testing using Litmus. Cultivated ability to create responsive websites using HTML, CSS, SASS, BOOTSTRAP and JAVASCRIPT.