Raynell J. Carmichael

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Summary

A seasoned skilled Email Developer with a passion for creating captivating and results-driven email campaigns. My proficiency spans a diverse set of technical and creative skills. I thrive on collaborative projects and excel in transforming creative concepts into successful email marketing strategies. When I'm not immersed in the world of email development, you can find me exploring hidden treasures in local record shops, curating my vinyl collection, and applying the same passion for creativity and precision to every project I undertake.

Core Competencies

HTML/CSS: I excel in crafting responsive and visually stunning email templates to engage your audience effectively.

Salesforce: I leverage Salesforce to design and implement personalized and data-driven email marketing strategies, ensuring optimal customer engagement and conversion.

MJML: My expertise in MJML allows me to create emails that render beautifully across various email clients, providing a seamless user experience.

CMS (WordPress, Squarespace): I have a proven track record of integrating email campaigns seamlessly with content management systems like WordPress and Squarespace, enhancing website functionality and user experience.

Photoshop: I utilize Photoshop for precise image cutting and resizing, ensuring that graphics and visuals in your email campaigns are perfectly aligned with your brand and messaging.

Google Analytics: I utilize Google Analytics to analyze email campaign performance and extract actionable insights, allowing for continuous improvement and increased ROI.

Asana: My project management skills are honed through Asana, ensuring efficient collaboration and the timely execution of email marketing initiatives. Page 1 of 5 With a commitment to staying updated on industry trends and a keen eye for detail, I consistently optimize email campaigns for deliverability and audience engagement.

Skills

- ESPs (Salesforce, Hubspot, Klayvio)
- Customer Relationship Management (CRM)
- Content Creation Tools
- Adobe Photoshop
- Email Etiquette
- Email Management
- Email Marketing
- Email Marketing Software
- Email Strategy
- HTML Emails
- Email Templates
- Customer Journey Mapping
- Customer Service
- Multitasking
- Time Management
- Leadership
- Teamwork
- Critical Thinking
- Creative Problem Solving
- Organization Skills
- Customer Support
- Communication and Interpersonal Skills
- Responsive Web Design
- Microsoft 365
- Analytical Thinking
- Mobile Marketing
- Deliverability Certified
- Collaborative Problem Solving
- Asana
- Content Management Systems (CMS)
- Marketing Campaign Management
- Market Segmentation
- Lead Generation
- A/B Testing
- Litmus

Experience

EMAIL DEVELOPER/WEB CONTENT SPECIALIST | 08/2021 - Current
Freelance
- Built websites using WordPress and Shopify with custom styling using CSS
- Designed and Built HTML Emails (Promotional, Newsletters, Transactional)
- Managed Website by updating content through a Content Management System
- Built customized Landing Pages utilizing a CMS
- Created basic email automation for websites such as abandoned cart emails, coupon codes, and newsletter sign-up emails.

CUSTOMER SERVICE REPRESENTATIVE | 04/2015 - Current
Niagara Bottling - California, United States
- Proactively addresses customer inquiries via email, phone calls, and service requests in a prompt manner, cultivating positive relationships with multiple accounts
- Efficiently manages and organizes account queues to ensure streamlined operations
- Proficiently utilizes a diverse range of software tools to accomplish tasks with precision and efficiency
- Collaborates cross-functionally with various departments to develop valuable resources aimed at resolving customer issues effectively
- Plays a pivotal role in onboarding new employees by providing training and conducting examinations on standard operating procedures to ensure a well-prepared team.

WEB DEVELOPER | 09/2021 - 09/2023
The Church of Pentecost U.S.A., Inc - United States
- Utilized HTML, CSS, Bootstrap, and Javascript to construct the page footer and the entire Media section, ensuring a visually appealing and functional website
- Collaborated seamlessly within a team to develop the company's website, aligning it with the specific needs and preferences of the customer
- Demonstrated effective project management by coordinating and actively engaging in weekly standup meetings
- These meetings facilitated discussions on project progress and opportunities for improvement
- Actively supported team members by assisting with their tasks and readily contributing to the collective success of the project
- Maintained website content, updating it as needed to ensure it remained current and relevant.

FRONT-END DEVELOPMENT INTERN | 01/2022 - 03/2022
Lucinetic
- Proficiently managed website updates using content management software, ensuring the site remained current and engaging
- Collaborated seamlessly within a team to develop and implement new features on the company's website, enhancing its functionality and user experience
- Demonstrated effective project management by coordinating and actively participating in weekly standup meetings
- These meetings served as a platform to discuss project progress and identify areas for improvement
- Fostered a collaborative environment by readily assisting fellow team members with their tasks whenever needed, contributing to the team's overall success.

FRONTEND WEB DEVELOPER | 03/2021 - 10/2021
Reskill Americans
- Contracted to play a pivotal role within a collaborative team to develop a company's website, aligning it with the specific needs and preferences of the customer
- Demonstrated effective project management by coordinating and actively engaging in weekly standup meetings
- These meetings facilitated discussions on project progress and opportunities for improvement
- Fostered a spirit of teamwork and mutual support by readily assisting fellow team members with their tasks, contributing to the collective success of the project.

Education and Training

Citrus College | Some College (No Degree)
Music Engineering, 01/2002

Reskill Americans | Front-End Developer
10/2021

Trailhead Virtual Bootcamp By Salesforce
Marketing/Marketing Management
05/23

Certifications

Hubspot Email Marketing
Klayvio SMS Strategy Certificate
Klayvio Deliverability Certified