

# Sergio Mendoza

818-688-1323 • La Canada Flintridge, CA 91011 • [sergiomendozansx@gmail.com](mailto:sergiomendozansx@gmail.com)

Portfolio: <https://sergiomendozer.github.io/My-Portfolio/>

## SKILLS

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**Frontend:** HTML | CSS | Inline CSS | Bootstrap | SASS

**Backend:** Python | Typescript | Javascript | SQL | MySQL

**Tools/Software:** Salesforce Marketing Cloud | Litmus | Adobe Photoshop | Figma | Github | Git | Jira | AMPScript | Phrase Studio

**SDLC:** Scrum | Agile | Can-Spam & PIPEDA Compliance | Quality Control

## EXPERIENCE

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### Marketing Operations Tech

September 2022 - Present

GoDaddy | Remote

- Building, updating and managing active marketing campaigns.
- Develop email templates as per the design and documents provided in Figma.
- Optimize email template creation across multiple platforms and tool sets.
- Daily utilization of Jira and Confluence software to create new feature requests, bug tickets, and track team reporting Epics/Stories for a variety of teams.

### HTML Email Developer

January 2020 - September 2022

Morph Athletic | Remote

- Set up weekly email marketing campaigns to promote products & increase traffic
- Sales multiplied by 300% within a couple of months of getting hired
- Create various email templates in Salesforce Marketing cloud
- Maintain communication and meet deadlines while working remotely
- Test email compatibility & deployment management with EmailonAcid
- Directed announcement email to promote independence day sale:  
<https://sergiomendozer.github.io/Morph-Athletic-Independence-day/>

### HTML Email Developer

April 2022-July 2022

Anvil Armor & Supplies | Remote Part-time Project

- Development of responsive HTML emails, ensuring compatibility with mobile & desktop platforms
- Create, test, troubleshoot, and launched email campaigns
- Hand-coded HTML Emails using clean, best practices HTML and CSS inline code
- Sliced and optimized images for HTML emails using Photoshop and Figma
- Development of responsive HTML Emails from Layered PSD file
- Composed email that easily directs the customer to the landing page:  
<https://sergiomendozer.github.io/Anvil-email-store-launched-grand-opening/>

## EDUCATION

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California State Polytechnic University-Pomona | Bachelor of Science

Pasadena City College | Associate of Science

## FIND ME ONLINE

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Linkedin: <https://www.linkedin.com/in/sergio-mendoza-web-developer/>

Github: <https://github.com/Sergiomendozer>