

Sergio Mendoza

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

SKILLS

Frontend: HTML | CSS | Inline CSS | Media Queries | Bootstrap | SASS

Backend: Python | Typescript | Javascript | SQL | MySQL | MS SQL Server

Tools/Software: SalesForce | EmailOnAcid | Litmus | Mailchimp | Photoshop | Figma | Github | Git

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

EXPERIENCE

HTML Email Developer

January 2020-Present

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
- 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/>
- Design and development of a newsletter announcing company event:
<https://sergiomendozer.github.io/Morph-Athletic-Expo-Long-Beach/>

HTML Email Developer

April 2022-Present

Anvil Armor & Supplies | Remote

- 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/>
- Created Transactional email send to customers who pre-ordered Anvil's product:
<https://sergiomendozer.github.io/Anvil-HTML-pre-purchase-email/>

EDUCATION

California State Polytechnic University-Pomona | Bachelor of Science

Pasadena City College | Associate of Science

FIND ME ONLINE

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

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