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 Marketing Cloud | EmailOnAcid | Litmus | Mailchimp | Adobe Photoshop | Figma | Github | Git | Adobe Dreamweaver | Google Analytics | Email Studio
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