

# Stanley Espailat

Email Marketing Specialist / HTML Email Developer

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## Skills

### HTML & CSS

Built multiple HTML emails designs with HTML tables and inline-CSS. Also learned and built HTML emails using email frameworks MJML and Foundation.

### Design Software

Proficient in utilizing industry-standard design software such as Photoshop, Figma, and Sketch to create visually captivating and user-centric designs.

### Mailchimp

Skilled in leveraging Mailchimp's platform to design, execute, and optimize email marketing campaigns.

### Salesforce Marketing Cloud

Skilled in creating and automating personalized customer journeys across various channels, including email, social media, and mobile.

## Experience

### Muscle Makers

09/2023 - 10/2023

#### Freelance Web Developer

- Developed a robust payment system for Muscle Makers, integrating secure and convenient payment options such as Google Pay, Visa Debit and credit cards, and PayPal, resulting in improved customer satisfaction and increased sales.
- Designed and executed an effective email marketing campaign journey through Mailchimp, engaging customers and increasing customer retention by 10%.
- Implemented SEO best practices to improve the website's search engine rankings, leading to a 10% increase in organic traffic.
- Successfully implemented A/B testing strategies to optimize website user experience, resulting in a X% increase in conversion rates.

### YotoEBike

08/2023 - 09/2023

#### Freelance Web Developer

- Designed and developed the Yoto Electric Bike landing page using HTML and CSS, creating a visually appealing and responsive user interface.
- Utilized Google Analytics and other web analytics tools to track user behavior, monitor page performance, and make data-driven improvements, resulting in enhanced user experience and increased conversion rates.
- Conducted comprehensive keyword research to identify and target relevant keywords, leading to a 12% increase in organic search rankings and improved search engine visibility.

## Self-Employed

### Freelance Web Developer

- Leveraged expertise in email marketing platforms such as Mailchimp and Salesforce Marketing Cloud to drive successful campaigns for diverse clients, resulting in improved engagement and conversion rates.
- Planned, executed, and monitored targeted email campaigns, ensuring timely delivery and personalized messaging to the intended audience.
- Utilized audience segmentation and automation techniques to nurture leads and drive conversions, resulting in a 20% increase in customer acquisition.
- Designed visually appealing and responsive email templates and content, enhancing the overall user experience and brand perception.

## Education

### CodingPhase

01/2023 - Current

online programming skills where i learned the skills to become an html email developer.

### Trailhead

05/2023 - 07/2023

I learned salesforce best practices for email deliverability, A/B testing methodologies. I learned how to use Salesforce Marketing Cloud's automation features to streamline workflows, enhance customer engagement, and analyze campaign performance metrics.

### Berkeley College

06/2012 - 07/2013

#### Information Technology

CompTIA A+ , NET+ and LINUX+ Certification