

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.

A/B Testing

Experienced in designing, implementing, and analyzing A/B tests to optimize user experiences and drive data-driven decision-making, skilled in using A/B testing tools and platforms such as Litmus.

Design Software

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

WordPress

Skilled in utilizing the WordPress platform to design, develop, and maintain responsive and visually appealing websites.

Javascript

Proficient in JavaScript: Experienced in developing dynamic and interactive web applications using JavaScript.

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.

Work experience

Self Employed

01/2023 - Current

Freelance Html Email Developer

- Transformed design mockups into responsive and visually appealing HTML email templates using a combination of HTML and inline CSS for consistent rendering across various email clients and devices.
- Customized email templates to match clients' branding, incorporating logos, color schemes, and typography to create a cohesive and recognizable email presence.
- Implemented dynamic and personalized content within email templates to enhance engagement, utilizing merge tags and conditional statements for tailored messaging.
- Adhered to email marketing best practices, including CAN-SPAM compliance, unsubscribe links, and physical mailing addresses to ensure legal and ethical email campaigns.
- Actively participated in A/B testing initiatives to refine email designs and content for increased engagement and conversion rates.
- Conducted thorough testing of email templates using Litmus or similar tools to identify and address rendering issues, ensuring optimal display across major email clients and devices.

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