

Trionna Morgan-Tolbert

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Portfolio

- <https://trionnasportfolio.netlify.app/>

Summary

As an email developer, I am knowledgeable about creating and implementing HTML and CSS emails. I am seeking to use my proficiencies in developing and marketing skills to serve your company effectively. I have proved to be an ideal candidate by exhibiting my hard work, multi-tasking, and organizational skills and proving to be a dependable and valuable team member.

Skills

HTML CSS Media Queries JavaScript AMPScript	Adobe Photoshop Canva Figma
Klaviyo MailChimp Hubspot Citeplan AWS Pinpoint	Visual Studio Code Dreamweaver GitHub
& Lambda	ES6/ES2015 Node.js Sass Gulp Putty Linux
Litmus Email on Acid Microsoft Teams Teamwork	Ubuntu
FouFoundation for Emails ZURB MJML	

Experience

OCTOBER 2022 - APRIL 2023

Amazon | USA, Remote – *Email Marketing Specialist*

- Provide expert guidance and best practices for email development, content, and deliverability to optimize performance.
- Develop scalable email strategies incorporating multi-attribute personalization for enhanced engagement.
- Collaborate with data science teams to generate insightful reports, identifying optimization opportunities and areas for growth.
- Liaise with cross-functional teams to align email programs with marketing objectives and business outcomes.
- Lead A/B and multivariate testing initiatives, analyze results, and offer recommendations for optimization.
- Define technical requirements and roadmap for email infrastructure enhancements, working closely with engineering for implementation validation.

MAY 2022 - PRESENT

Merkle | NY, Remote – *Email Developer*

- Code client emails using HTML upon receipt of creative assets
- Build email campaigns within the platform and test across multiple browsers and email clients.
- Be an active contributor to email development best practices
- Develop emails with responsive coding for mobile optimization
- Execute data selection processes per client specifications

- Manage and maintain campaign schedules
- Use proprietary and non-proprietary software in the completion of duties
- Perform other duties as requested

Clients

FEBRUARY 2022 - PRESENT

Siren Publications | Miami, Remote – *Email Marketer*

- Design eye-catching email layouts that lead to higher levels of engagement and increased click-through rates.
- Code HTML emails from scratch using standard-compliant code and web accessibility guidelines.
- Manage execution processes like setup, design, development, testing, and launch of email campaigns through an Email Service Provider (ESP).
- Ensures email was rendered correctly during the quality control process using Litmus.
- Create reusable, scalable email template components while implementing responsive layouts.
- Set up weekly newsletter campaigns.
- Assist with weekly growth and development of assigned campaigns.
- Expertly manage the needs of the external client.
- Strategize, execute, and manage alongside the owner or client.

Education

2016

University of Central Arkansas | Conway, Arkansas