

Email Campaign Manager Email Campaign Manager Email Campaign Manager - Allianz Global Investors New York, NY Work Experience Email Campaign Manager Allianz Global Investors March 2019 to August 2019 Building and coding responsive emails Segmenting recipient lists in customer database based on current promotions/campaigns Scheduling internal/external emails Using IBM Watson to create dashboard reports of all email data Using Dynamic customer data on emails to create a more personalized experience Managing the media library of assets Creating A/B tests for subject line performance Analyzing email tracking data Front-End Web Developer LBRANDS June 2017 to February 2019 Henri Bendel (LBRANDS) Managing and updating content on the Henri Bendel website using ZMAGS, Dynamic Yield and Salesforce Commerce Cloud (Demandware) Creating and Coding new responsive landing pages for various promotions/campaigns Develop/Manage and configure sitewide content Creating monthly promotional mailers in ZMAGS Creator. Including linking products and scheduling Planning and coordinating content schedule within Demandware and Dynamic Yield Collaborate with design and marketing to iterate on concepts and designs for future campaigns Act as tech lead feeding back on best practices for one page checkout project Tech lead on redesign projects Tech lead for Ecommerce Team development projects such as migration from Zmags to Dynamic Yield Monitor daily job alerts and troubleshoot where necessary Coding daily Emails Marketing from creative mockups Web Developer Penguin Random House March 2017 to June 2017 QA Troubleshooting Author book websites Making changes to Bookmark CMS for authors Taking Screenshots of every site for before and after comparisons Creating spreadsheets of errors and website changes Technical support for Authors Web Developer October 2016 to December 2016 Ketchum QA Troubleshooting Wordpress and Drupal Websites Building Email Marketing HTML templates Validating errors in HTML code markup Creating Drupal 8 framework themes using Sass CSS Using Javascript to Coding Wordpress Websites Themes Web Developer/Project Manager Tight Line Marketing, LLC August 2014 to September 2016 Designing, coding HTML and PHP websites Converting websites into WordPress CMS Managing all social media accounts Creating written content for websites and social media Designing, Coding HTML and PHP Websites Updated

Content Banners on Ecommerce luxury furniture site in Demandware Scheduled promotional text within content assets in Demandware Converting Websites into WordPress CMS websites Optimizing websites for onsite and offsite search engine optimization Contacting clients daily to keep track of project or to request content Assigning tasks to team of developers based on project needs Customer Service Web Developer Armenian General Benevolent Union July 2012 to August 2014 Graphical design of mock website templates for each new site Coding each website using, HTML, CSS, JQuery, JavaScript and MYSQL Search Engine Optimization to help boost website visibility Database management of each site Installation and content management of WordPress Websites Ecommerce website creation Project Manager Website stat analyst Programmer (website forms, ticket purchases, login management) Web Designer, Ricky's NYC June 2010 to July 2012 Update and manage Ricky's NYC corporate website Design, program and launch weekly email blast campaigns Photograph products, models Host of Ricky's monthly shopping spree winner interviews Design graphics to be used on website Detailed reporting of marketing campaigns Design graphics to be used on website Developer, Burson-Marsteller (Freelance) Right Management Inc March 2010 to June 2010 Built website architecture for Right Management Inc. US and international websites. Including Japan, France, Norway, Sweden, Italy and Germany, using Rhythmyx CMS Updated all of Right Managements multi-language websites using Rhythmyx CMS Programmed email databases in different languages such as: Japanese, French and Norwegian Handled QA evaluations and bug error testing on all US and foreign language websites for Right Management before launching globally HTML hand coding updates to internal Right Management systems Skills Git, Html, Javascript, Php, Css, Dreamweaver, Cms, Mysql, Sass, Rhythmyx, Flash, Marketing, Wordpress, Illustrator, Adobe illustrator, Indesign, Adobe indesign, Photoshop, Adobe photoshop, Microsoft office Links <http://www.bryonbradley.com> Assessments Social Media Highly Proficient August 2019 Measures a candidate's ability to create content, communicate online, and build a brand's reputation. Full results: https://share.indeedassessments.com/share_assignment/wlq4c4o9b6bfwqca Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in

any professional field.

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