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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