

Palmdale, CA 93550 | (818) 448-2582 | Portfolio: [www.williamportillohobel.online](http://www.williamportillohobel.online)

### **Email Developer/Email Marketing Specialist**

Email Developer with working knowledge of creating and responsive HTML email templates using HTML, CSS, and Media Queries, including setting up email automations using MailChimp Salesforce, Klaviyo ESP, and performing quality assurance testing with Litmus and Email On Acid.

#### **TECHNICAL SKILLS**

- HTML, CSS, Media Queries, JavaScript
- Adobe Photoshop, Email On Acid, Litmus
- Klaviyo, MailChimp, Salesforce, SendInBlue

#### **EDUCATION**

##### **Certification**

- Klaviyo Product Certification, Klavvio.com
- SendInBlue Email Marketing Certification, SendInBlue.com

##### **Professional Development**

CodingPhase HTML Email Developer course (2022)

- Learned how to build responsive HTML emails for mobile devices and multiple email clients
- Setup email automation campaigns including welcome and onboarding email sequences
- Gain a deeper understanding about email-friendly HTML/CSS and how to manage various email client issues
- Resolve email client rendering issues, including Outlook, Gmail, and iPhone
- Quality assurance testing using Litmus and Email On Acid to ensure email renders properly across multiple email clients

#### **WORK HISTORY**

##### **Freelance Email Developer**

10/2022 – Present

##### **Hobel Designs**

Palmdale, CA

Freelance HTML Email Developer selling customized HTML email templates through Gumroad.com

- Hand-coded HTML emails using clean, standards-compliant code
- Sliced and optimized images for HTML emails using Photoshop
- Development of responsive HTML emails from layered PSD files
- Ensuring email compatibility and testing using Litmus