

**Richard Spence**

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## Summary

### **Technical Support & Email Production Specialist | Customer-Focused | API-Literate**

Detail-oriented and tech-savvy professional with a strong background in email development, cross-functional collaboration, and technical troubleshooting. Experienced working remotely with high-profile clients (Apple, Google) in fast-paced environments. Adept at investigating issues, debugging marketing technology workflows, and ensuring flawless technical execution.

Passionate about helping customers solve complex problems and translating technical details into clear, helpful guidance. Curious and proactive, with strong communication skills and the ability to partner with engineering and product teams to improve the user experience.

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## Career Highlights

### **Email Producer | Marketing Services**

#### **TSG at Apple (Contract) | Cupertino, CA (Remote) | Nov 2023 – March 2025**

- Supported global email campaign execution while proactively identifying and resolving technical issues.
- Collaborated cross-functionally with design, legal, and engineering teams to ensure compliance and timely approvals.
- Used internal tools and workflows to test and debug campaign errors prior to launch.
- Managed multiple concurrent priorities in a remote environment, requiring clear communication and agile decision-making.
- Developed product expertise to advise stakeholders on best practices and process improvements.

### **Developer II | Email Development**

#### **Hawkeye at Google | San Francisco Bay Area (Remote) | Mar 2018 – Nov 2023**

- Designed and implemented dynamic, personalized email templates using HTML, CSS, Freemarker, Jinja, and JavaScript.
- Used internal QA and debugging tools to troubleshoot rendering issues and ensure cross-client compatibility.
- Provided ongoing support to marketing teams by answering technical questions and guiding users through template functionality.
- Partnered closely with engineering and design teams to resolve code-level issues and align with product needs.
- Gained hands-on exposure to systems that interact with APIs and automated marketing pipelines.

## **STEM Instructor**

**Makaboom | Santa Clara, CA | Jan 2018 – Feb 2018**

- Taught foundational computer science, logic, and IoT concepts to young learners in a hands-on educational environment.
- Led courses on drone programming, battle-bot construction, and Scratch-based games.

## **Coding Instructor & Teaching Assistant**

**Codify Academy | San Francisco, CA | Aug 2017 – Nov 2017**

- Assisted with bootcamp courses on HTML, CSS, JavaScript, and responsive design.
- Provided one-on-one mentorship and guided students through real-world coding challenges.

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## **Technical Skills**

- **Email Development:** HTML5, CSS3, LESS, SASS, Bootstrap, Freemarker, Jinja
- **Programming & Scripting:** JavaScript, jQuery

- **Version Control:** Git, GitHub
  - **Marketing Technologies:** Email automation, segmentation, A/B testing, CRM integration
  - **Debugging & QA:** Cross-browser/email client testing, Litmus, responsiveness best practices, internal QA tools
  - **Support Tools:** Familiarity with Zendesk, ticketing systems, and customer documentation
  - **API & Webhooks Understanding:** Experience interacting with backend systems that rely on dynamic triggers
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## Certifications

- Blockchain Principles – Blockgeeks
  - Grow with Google Challenge Scholarship – Udacity
  - Complexity Theory Basics – Udemey
  - Data Structures in JavaScript – Udemey
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## Education

### **San José State University**

Kinesiology and Exercise Science, 2016 - 2017

### **City College of San Francisco**

Associate of Science (A.S.), Kinesiology and Exercise Science, 2009 - 2012

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## Projects & Achievements

- Successfully launched global Apple Music and Apple Gift Card email campaigns, optimizing customer engagement and conversion rates.
  - Developed and tested custom email templates for high-visibility marketing initiatives, improving email deliverability and performance.
  - Implemented dynamic content strategies to enhance personalization, resulting in increased open and click-through rates.
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## **Professional Development & Interests**

- Passionate about customer success, email development, and solving technical challenges.
  - Actively exploring advancements in AI-driven marketing, SaaS support tools, and digital product innovation.
  - Contributor to online developer communities, continuously refining expertise in coding and support best practices.
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**Open to opportunities in technical support, product support, and customer-facing roles in innovative SaaS environments.**