ABRAHAM ARIAS

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EXPERIENCE

Content Creator

Email Project   January 2024 - Present, Fort Wayne, IN

- Developed a visually stunning promotional email template for a fitness company, implementing responsive design techniques while optimizing HTML/CSS code to ensure compatibility across various devices and email clients, which will result in improved user engagement and brand visibility.
  Demo: https://abraham-arias.github.io/promotional-email/

- Designed a transactional email template for ancient supplements while implementing robust testing procedures with Email on Acid, to ensure seamless delivery and accurate rendering of this transactional email across a diverse number of email clients, which will enhance customer trust and satisfaction after a transaction.
  Demo: https://abraham-arias.github.io/transactional-email/

- Crafted an engaging newsletter Email for a Pet-Shop company while utilizing customer segmentation and targeting strategies to deliver tailored content to a specific audience, which will result in higher engagement and conversion rates. Conducted comprehensive testing with Litmus to guarantee consistent rendering and functionality of the newsletter across all tested email clients and devices.
  Demo: https://abraham-arias.github.io/pet-shop-email/

Uber Driver

Uber Technologies, Inc   May 2020 - Present, Fort Wayne, IN

- Communicated effectively with passengers, providing transportation to and from their desired destinations to ensure a superior customer experience.
- Loaded and unloaded vehicles, identified the most efficient routes, and demonstrated composure in high-pressure situations.

EDUCATION

Information Technology - B.S. (in progress)
Western Governors University
GED (General Education Degree)
Massachusetts Department of Elementary and Secondary Education

CERTIFICATIONS

MARKETING CLOUD EMAIL SPECIALIST   **Google Analytics**
Salesforce • 2024   Google • 2024

SKILLS

HTML | CSS | JavaScript | Salesforce Automation | Email design | Mailchimp | Convert Kit | Email on Acid | Litmus | Teamwork |Salesforce Marketing Cloud | Adaptability | Problem solving | Effective communication | Salesforce | Google Analytics