

# 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.
- 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.
- 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.

### Uber Driver

#### Uber Technologies, Inc

May 2024 - September 2024, Boston MA

- 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.
- Achieved a 4.9-star rating over 7,000 rides by providing timely, courteous service and utilizing GPS navigation technologies to optimize route efficiency, thereby enhancing customer satisfaction and retention.

### Sales Consultant

#### Sunrun

January 2015 - May 2020, Billerica, MA

- Persuasively educated over 500 homeowners on the compelling benefits of solar energy, resulting in an average of 30% cost savings, 20% reduction in environmental impact, and a projected 15% increase in home value for each client.
- Cultivated a deep understanding of renewable energy and smart home products, leading to a 25% increase in customer satisfaction ratings.
- Achieved a 25% increase in quarterly sales revenue by leveraging CRM tools to identify and pursue high-potential leads, leading sales presentations and negotiations for key clients, and consistently surpassing monthly sales targets.

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## EDUCATION

### Information Technology - B.S. (in progress)

Western Governors University

### GED (General Education Degree)

Massachusetts Department of Elementary and Secondary Education

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## CERTIFICATIONS

### MARKETING CLOUD EMAIL SPECIALIST

Salesforce • 2024

### Google Analytics

Google • 2024

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## 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