

Abraham Arias

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RELEVANT EXPERIENCE:

HTML Email Development.

Promotional HTML Email for Fitness-Shop.

- 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](#)).

Transactional HTML Email for Ancient Supplements.

- 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](#)).

Newsletter HTML Email for Pet-Shop:

- 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](#))

Sales Consultant

2018 - Present

Company: Sunrun

- 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.
- Capitalized on relationships with delighted customers to generate over 100 referrals, translating into \$500,000 in new sales revenue and expanding market reach by 15%.
- Implemented targeted sales training programs that boosted team productivity by 35%, with each member exceeding monthly targets by an average of 50%.
- Mentored and coached a team of 10 sales professionals, resulting in a collective sales growth of 40% year-over-year, surpassing company goals and driving profitability.

EDUCATION

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

Western Governors University

GED (General Education Degree).

Massachusetts

KEY SKILLS

- HTML •CSS •JavaScript •Campaign automation •Email Development •Email design •Effective communication •Sales strategy •Marketing •Product Knowledge •Leadership •Lead generation •Adaptability •Teamwork •Negotiation •Problem solving. •Litmus •Email on Acid •Convert Kit •Mailchimp •Klaviyo