
TROY VASSALOTTI

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SKILLS

- Email, Content, Inbound Marketing
- SEO/Content Strategy
- HTML & CSS
- JavaScript
- Graphic Design
- Responsive Web Design
- A/B Testing and Personalization
- Web Analytics
- Project Management
- Marketing Technology

WORK EXPERIENCE

Terra's Kitchen – Baltimore, MD

Marketing Production Coordinator, 09/2017 to 09/2019

- Managed day-to-day email channel to drive conversions and participation. Implemented automated workflows, list management processes, and improved HubSpot deliverability score from a 1 to a 67 (avg. score = 50), greatly improving effectiveness of channel.
- Designed and built custom HTML and drag-and-drop promotional, transactional, and automated emails. Transitioned templates to responsive designs to increase user experience on mobile devices.
- Responsible for analyzing open rates, click rates, and email conversion performance regularly to assess trends and identify areas to test and optimize.
- Managed the testing strategy and implementation for email optimization to increase performance metrics.
- Researched keywords for content creation and implementation to improve SEO. Identified opportunities for diet specific content pages that greatly increased organic ranking.
- Responsible for editing website and blog content, including the setup of products in Magento.
- Supported QA of website updates such as new purchase funnels and customer account features. Worked with Technology on issue resolution as needed throughout projects.

Marketing Intern, 05/2017 to 09/2017

- Regularly researched relevant topics for writing and publishing blogs.
- Responsible for cataloging inventory of content and creative to allow team to quickly find necessary assets.

Front Royal – Damascus, MD

Songwriter, Guitarist, 03/2014 to Current

- Completed two independent summer tours across 11 states.
- Work on production and editing of online video content for social media promotion.

Weis Markets Inc – Damascus, MD

Bakery Service and Production, 03/2013 to 05/2017

- Filed orders, inventories, and invoices for transactions in the period.
- Responsible for the baking and merchandizing of year-round and sale items for the salesfloor.

EDUCATION

B.S., Business Administration: Marketing, 2017

Towson University - Towson, MD

CERTIFICATIONS

- HubSpot: Inbound Marketing, Email Marketing, Content Marketing
- freeCodeCamp.org: Responsive Web Design
- Google: Advanced Google Analytics, Google Tag Manager Fundamentals
- Moz: SEO Training Course

TECHNICAL PROFICIENCY

Proficient in CMS (Magento, HubSpot); CRM Management (HubSpot, Mailchimp); Google Analytics; Personalization and Testing Platforms (Optimizely, Google Optimize); Tag Management (Google Tag Manager); C3 Metrics (Attribution); Google Search Console; Google G-Suite; Moz; Screaming Frog; Hotjar; Knowledgeable in HTML5, CSS, JavaScript; Adobe Photoshop and Premiere Pro