

## WORK EXPERIENCE

### **NewMarket Group** - Baltimore, MD

*Tech Compliance Specialist, 2019 to Present*

- Conduct QA testing for new and returning product funnels, ensuring best practices in performance, development, and accessibility to keep our sites fast, usable, and maintainable.
- Monitor the health of all our domains, paying particular attention to blacklisting reports.
- Review external 3rd party emails to enforce compliance of our advertising guidelines and CAN-SPAM.
- Research the latest updates in browsers and front end technologies so we are always prepared for changes and aware of new optimizations.

### **Terra's Kitchen** - Baltimore, MD

*Marketing Production Coordinator, 2017 to 2019*

- Managed the email channel to drive conversions and engagement. Implemented automated workflows, list management, and improved our HubSpot deliverability score from a 1 to a 67 (avg. score = 50), greatly improving effectiveness of channel.
- Designed and built custom HTML promotional, transactional, and automated emails. Transitioned templates to responsive designs to improve user experience on mobile devices.
- Analyzed open, click, and conversion rates regularly to assess trends and identify areas to test and optimize.
- Maintained our keyword database and SEO reporting in Moz Pro. Identified opportunities for dietary-specific landing pages that greatly increased organic performance.

### **Front Royal** - A Band, Not The Town

*Songwriter & Guitarist, 2014 to Present*

- Completed two independent summer tours across 11 states.
- Designed, developed, and actively maintain our personal website - <https://frontroyalband.com/> - through a GitHub repository deployed on Netlify.

## SKILLS

- Email Marketing & Design
- SEO & Content Strategy
- Front End Web Development
- Static Site Generators
- Web Analytics
- A/B & QA Testing

## EDUCATION

B.S., Business Administration

Marketing Concentration

*Towson University, Towson, MD*

## CERTIFICATIONS

**HubSpot:** Inbound, Email, & Content Marketing

**Moz:** SEO Fundamentals

**Google:** Advanced Google Analytics, Google Tag Manager Fundamentals

**freeCodeCamp:** Responsive Web Design, JavaScript Algorithms and Data Structures, Front End Frame Works, Data Visualization

## IN MY FREE TIME

I create sites out of random ideas that pop into my head.

- **Pang:** A Social media site for you & only you.  
<https://pang.netlify.app/>

When I'm not writing code, I'm probably writing music.

- **Front Royal:** A somewhat indie & poppy punk band.
- **troj:** A side project where it's me & only me.  
<https://justtroy.bandcamp.com/>