

# TROY VASSALOTTI

{{address redacted for privacy}} ♦ {{phone redacted for privacy}} ♦ {{email redacted for privacy}} ♦ <https://troyv.dev/>

## SKILLS

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

## WORK EXPERIENCE

### NewMarket Group – Baltimore, MD

*Tech Compliance Specialist, 2019 to Present*

- Research best practices in web development, accessibility, and page performance to keep our websites fast, usable, and modern.
- Monitor our domains in MxToolbox for any blacklisting reports and ensure proper domain health.
- Review incoming external emails from affiliate marketers in Lashback to enforce our advertising guidelines and CAN-SPAM compliance.
- QA new and old product funnels for proper functionality, and work with developers on required fixes.

### Terra's Kitchen – Baltimore, MD

*Marketing Production Coordinator, 2017 to 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, 2014 to Present*

- 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, 2013 to 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, Towson University, Towson, MD

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## CERTIFICATIONS

- **HubSpot:** Inbound, Email, and Content Marketing
- **freeCodeCamp.org:** Responsive Web Design, JavaScript Algorithms and Data Structures Projects
- **Google:** Advanced Google Analytics, Google Tag Manager Fundamentals
- **Moz:** SEO Training Course

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## 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.