

ANDY WOLFF

Email Marketing & Web Developer

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Email Marketing Developer with 3+ years of Salesforce Marketing Cloud experience and 7+ years technical development background. Specializes in responsive HTML email campaigns, marketing automation workflows, and lifecycle campaign development for Fortune 500 brands. Combines advanced email development skills with proven project coordination and cross-functional collaboration abilities.

PROFESSIONAL EXPERIENCE

Professional Development | Self-Directed

2024 - 2025

Enterprise Application Developer (September 2023 - September 2024):

- Earned Salesforce Marketing Cloud Email Specialist certification, demonstrating current platform expertise and proactive skill development
- Built and deployed Next.js/TypeScript portfolio website (andywolff.dev) showcasing responsive email templates with dark mode support, multi-column layouts, and cross-client compatibility tested across 90+ email clients

Software Developer | Phaeton (formerly ICF Next)

April 2021–September 2024

Enterprise Application Developer (September 2023 - September 2024):

- Led technical enablement initiatives for a 55-person development team through monthly knowledge-sharing sessions, establishing development best practices and cross-team collaboration protocols.
- Enhanced enterprise SaaS applications used by major hotel chains, migrating legacy components to modern TypeScript architecture while maintaining system reliability.

SFMC Email Development Specialist (April 2021 - June 2023):

- Built lifecycle email campaigns and automated customer journeys using Salesforce Marketing Cloud (Content Builder, Journey Builder), using AMPscript for dynamic personalization for Wyndham Hotels.
- Created responsive HTML/CSS email templates optimized for cross-client compatibility, systematically testing them across more than 90 email clients, including multiple Outlook versions and mobile devices.
- Collaborated with cross-functional teams (product marketing, data science, creative) to turn business requirements into technical email solutions, overseeing campaign execution from planning through deployment and performance review.
- Established email QA processes and testing protocols to ensure deliverability standards, accessibility compliance, and consistent rendering across desktop and mobile platforms.

Email Developer | Martin Williams Advertising

February 2019–February 2020

- Developed responsive HTML email campaigns for Fortune 500 clients (Syngenta, Kubota) using advanced CSS techniques, ensuring compatibility across over 90 email clients, including various Outlook versions and mobile devices.
- Performed extensive email testing with Litmus, identifying and fixing rendering inconsistencies, image loading issues, and responsive design problems across desktop and mobile devices.

- Delivered over 1,000 digital assets for Kubota's product launch campaign under tight deadlines, ensuring quality through systematic QA processes and collaboration across teams.

CMS Managed Services Developer | Fjorge Digital

July 2017–February 2019

- Built the CMS Managed Services department from the ground up, recruiting, training, and mentoring a team of 5-6 developers while establishing operational documentation and best practices.
- Achieved 100% reduction in client complaints (from 3 per month to 0) and consistently completed projects under budget for 9 months through systematic process improvements and quality controls.
- Managed maintenance and performance optimization for over 120 client websites across WordPress, Drupal, and Magento platforms, ensuring consistent uptime and functionality.
- Developed comprehensive technical documentation and training guides, which accelerated onboarding for former and new clients to the new client ticketing system.

CORE STRENGTHS & COMPETENCIES

Email Development & Cross-Client Optimization

- Advanced HTML/CSS for email development (responsive design, cross-client compatibility)
- Comprehensive email testing protocols (Litmus, Email on Acid)
- Cross-platform compatibility optimization (90+ email clients, Outlook variations, mobile devices)
- Email deliverability best practices and accessibility compliance
- Performance optimization and rendering troubleshooting

Email Marketing & Marketing Automation

- Salesforce Marketing Cloud (SFMC): Content Builder, Journey Builder, AMPscript, SQL queries
- Lifecycle campaign development and automated customer journey design
- Email personalization and dynamic content using templating languages (AMPscript, familiar with Liquid syntax)
- Marketing automation platform experience with cross-platform transferable skills

Project Management & Cross-Functional Collaboration

- Cross-functional team collaboration (product marketing, data science, creative teams)
- Technical documentation and process standardization
- Email QA workflow development and quality assurance protocols
- Campaign calendar management and stakeholder communication

Technical Development Skills

- JavaScript, TypeScript for web applications and automation
- Version control (Git) and CI/CD pipeline implementation
- Process automation and workflow optimization

EDUCATION

PRIME DIGITAL ACADEMY | Full-Stack Software Engineer Certification 2017
SEATTLE CENTRAL COMMUNITY COLLEGE | Associate of Arts, 2003

CERTIFICATIONS

SAFe® 5 Agile
Scaled Agile, Inc.

Marketing Cloud Email Specialist
Salesforce