

Alexander Key

(479) 883-1332 ❖ Little Rock, AR ❖ [Portfolio](#) ❖ [LinkedIn](#) ❖ [Email](#)

WORK EXPERIENCE

Merkle

Jan. 2022 – Present

Campaign Specialist

Little Rock, AR

- Develops HTML email/SMS/mobile push code that adheres to industry best practices and brand guidelines and closely matches the original creative design. Additional code-related responsibilities include:
 - Performing quality checks
 - Scripting for dynamic content, personalization, and segmentation
 - Managing HTML content and related assets within clients' email/SMS/mobile push platforms
- Displays critical thinking and solution-oriented skill sets to develop address technical requirements and solve technical problems that arise
- Maintains basic knowledge of data as it relates to HTML code and personalization variables to develop and QA dynamic creative.

Recovery Zone

2019 – 2020

Intern, Physical Therapy

Russellville, AR

- Collaborated with Physical Therapists, Speech Therapists, and Occupational Therapists to consistently reach patients' therapy milestones

St. Mary's Medical Center

2019 – 2020

Physical Therapy Technician

Russellville, AR

- Collaborated with licensed Physical Therapists to conduct therapy with patients and update therapy notes for daily progress
- Developed therapy plans for new patients under the supervision of a licensed Physical Therapist based on the patients' mobility requirements and the steps needed to achieve the proposed milestones

EDUCATION

Arkansas Coding Academy

October 2021

Full Stack Java Bootcamp

Russellville, AR

- Created a bookstore web application using HTML, CSS, Angular JS, and Java

Arkansas Tech University

May 2020

B.A., Rehabilitation Science

Russellville, AR

SKILLS & INTERESTS

- **Skills and Technologies:** Python, SQL, Java, HTML 5, CSS, MySQL, JIRA, Git, Tomcat, Scrum/Agile Software Development Cycles, Graphical Data Reporting, Unit Testing, Troubleshooting/Debugging, Quality Assurance, Data Analysis, Relational Databases, Data modeling, Data cleaning, Big Data, Data collection, Data Visualization, Data mining Pattern and Trend Identification, SharePoint, Microsoft Excel, Effective communication, Salesforce Marketing cloud, Salesforce platform
- **Interests:** Fly fishing, Building/troubleshooting computer systems and hardware, Video games, reading manga

Certifications

- Salesforce Certified Administrator
- Salesforce Certified Service Cloud Consultant