

# Alexander Key

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## WORK EXPERIENCE

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### 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

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### 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

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- **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 CRM platform, Responsive Email Development
- **Interests:** Fly fishing, Building/troubleshooting computer systems and hardware, Video games, reading manga

## Certifications

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- Salesforce Certified Administrator
- Salesforce Certified Service Cloud Consultant