

# ALEXA GOLDMAN

## ENGINEERING MANAGER

### CONTACT ME AT

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### SKILLS

#### Programming:

HTML, CSS, Golang, JavaScript,  
Node.js, Express.js, Handlebars,  
Django, SQL, Java, Python

#### Software:

Sketch, Photoshop, Figma, Litmus,  
Email on Acid, MovableInk, Klaviyo,  
Responsys, ExactTarget/SFMC,  
Confluence, Jira, Git/Github

#### Soft:

Self-starter, Creative/Innovative,  
Collaboration, Adaptable,  
Multitasking, Solution-oriented,  
Detail-oriented, Critical Thinking,  
Project Management, Analytical,  
Data-driven, CRM Email Marketing

### EDUCATION

#### New York University

*Bachelor of Arts in Computer Science*

Minor: Web Development and Databases

Athletics: Cross-Country, Track & Field

### WORK HISTORY

#### Engineering Manager - Email

**previously Software Engineer - Email Developer**

Wunderkind | March 2019 - Present

- Manage six email developers in a high-energy environment. Support hiring efforts; onboard and mentor new engineers.
- Drive team projects to completion; generate an additional 20-25% of revenue and increase subscriber list growth by 4x for over 700+ international clients such as Sonos, Samsung, Ralph Lauren, and Bed Bath & Beyond.
- Responsible for end-to-end completion of email campaigns by developing responsive emails templates using HTML, CSS, JavaScript, and Golang. Oversee the QA processes and troubleshoot rendering issues across email clients and devices.
- Leverage data from CRM technologies/Email Service Providers (ESP) such as Responsys and Salesforce Marketing Cloud to dynamically generate localized content. Execute A/B tests and segment email campaigns to create a 1:1 user experience.
- Collaborate cross-functionally with designers, developers, and program managers to scope, prototype, and implement innovative tools, features, and products that improve functionality and optimize reporting metrics.

#### Web Developer

Freelance | May 2018 - Present

- Develop, design, and maintain websites and databases that showcase statistical data for hockey reporters and analysts using HTML, CSS, JavaScript, and SQL.
- Collaborate with clients to scope projects and create high-quality mock-ups to meet specifications and other requirements.

#### Jr. Front-End Developer

ERGO Inc. | October 2018 - March 2019

- Code and modify hyper-personalized and automated customer journey emails for American Express from Photoshop assets using HTML, CSS, and AMPscript.
- Thoroughly test/QA campaign setups of responsive emails to ensure pixel-perfect quality, accurate copy, and equal rendering across all email clients.