

ALEXA GOLDMAN

CONTACT ME AT

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SKILLS

Programming:

HTML, CSS, Golang, JavaScript,
Node.js, Express.js, Handlebars,
Liquid, AMPscript, SQL, Java

Software:

Sketch, Figma, Photoshop,
MovableInk, Litmus, Braze,
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

B.A. in Computer Science

Minor: Web Development & Databases

Athletics: Cross-Country, Track & Field

WORK HISTORY

Front-End Development Manager II, CRM

Instacart | April 2022 - Present

- Oversee the technical operations of Instacart's notifications system by building lifecycle triggered-based and ad hoc/blast email, push, and SMS campaigns using HTML, CSS, Liquid, and Javascript (internal tools).
- Collaborate with Design to create a cohesive email design system and universal naming convention system for template designs in Figma.
- Serve as a cross-functional CRM technical liaison between Product, Design, Copy, and Engineering to improve marketing operations and efficiently scale our programs by hosting bi-weekly design brainstorming and API/webhook innovation sessions.

Software Engineering Manager - Email

previously Software Engineer - Email Developer

Wunderkind | March 2019 - April 2022

- 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.
- Responsible for end-to-end completion of email campaigns by developing responsive email templates using HTML, CSS, and Golang. Oversee the QA processes and troubleshoot rendering bugs across email clients and devices.
- Leverage data from CRM technologies/Email Service Providers (ESP) such as Responsys and Salesforce to dynamically generate localized content. Execute A/B tests and segment complex 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

- Built, migrated, and manage two new hockey publication sites that were once a part of a major media company.
- Design, develop, and maintain websites that showcase statistical data for hockey reporters and analysts using HTML, CSS, and JavaScript.
- 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 highly personalized and automated customer journey emails for AMEX from Photoshop assets using HTML, CSS, and AMPscript.
- Thoroughly test/QA campaign setups to ensure pixel-perfect quality, accurate copy, and equal rendering across all email clients, and are CAN-SPAM compliant.