

# ALEXA GOLDMAN

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## 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

- Managed six email developers in a high-energy environment. Supported hiring efforts; onboarded and mentored new engineers.
- Drove team projects to completion; generated an additional 20-25% of revenue and increased subscriber list growth by 4x for over 700+ international clients.
- Oversaw end-to-end process of email campaigns by developing responsive email templates using HTML, CSS, and Golang; assisted in the QA process; and troubleshooting rendering bugs across email clients and devices.
- Leveraged data from CRM technologies/Email Service Providers (ESP) such as Responsys and Salesforce to dynamically populate localized content. Executed A/B tests and segmented complex lifecycle campaigns to create a 1:1 user experience.
- Collaborated cross-functionally with designers, developers, and program managers to scope, prototype, and implement innovative tools, features, and products that improved functionality and optimized 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.
- Designed, developed, and maintain websites that showcase statistical data for hockey reporters and analysts using HTML, CSS, and JavaScript.
- Collaborated 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

- Coded and modified highly personalized and automated customer journey emails for AMEX from Photoshop assets using HTML, CSS, and AMPscript.
- Thoroughly QA'ed campaign setups to ensure pixel-perfect quality, accurate copy, and equal rendering across all email clients and are CAN-SPAM compliant.