



CALEB TUPPER

Marketing Skills

Marketing Automation

Google Analytics

A/B Testing

SEO and SEM

Analytics Development

Adobe Creative Suite

Programming Languages

HTML & CSS

JavaScript & JQuery

PHP

To Schedule An Interview

Mobile:

703-989-2853

Email:

calebtupper@gmail.com

Address:

500 Linden Ave, Apt. 5406
Newport News, VA 23606

Front End Web Developer

Marketing Specialist, November 2020 – Present

Langley Federal Credit Union

- ✓ Maintain and improve external and internal websites
- ✓ Use HTML, CSS, JQuery, and PHP to design and develop new content, and update existing content
- ✓ Oversee Google Analytics and Google Tag Manager tracking processes to improve website performance and optimize page conversion rates

Email Automation Specialist

Marketing Specialist, July 2019 – November 2020

Langley Federal Credit Union

- ✓ Managed marketing automation and analytics to support targeted, personalized marketing campaigns
- ✓ Raised over \$600,000 for the Langley for Families Foundation using automated emails to sell monthly raffle tickets
- ✓ Created and tested sales email templates, improving email click-thru rate by 43%, and improving conversion rate by 97%
- ✓ Utilized email marketing automation through Adobe Marketo to send over 10 million targeted emails annually
- ✓ Forecasted and displayed trending performance of marketing KPIs through data visualization

Account Manager

Marketing Generalist, May 2018 – June 2019

Langley Federal Credit Union

- ✓ Planned marketing campaigns to attract qualified leads to one of the nation's top 100 credit unions, driving growth in deposit balances by over 9% annually
- ✓ Doubled conversion rate of PPC GoogleAds through data driven targeting
- ✓ Established new project management processes by using Wrike to increase team efficiency

Education

Bachelor of Science in Business Administration and Marketing

Christopher Newport University: Newport News, VA, May 2018