**Chad Mills**

UX Design & Email Marketing Maverick | Innovation Leader

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**Google, Meta, Klaviyo, and Mailchimp-certified email and SMS marketing innovator with UX leadership expertise**. I leverage design thinking and user research to drive innovation in email marketing, most recently through the development of the groundbreaking [Premium Email Experiences](https://www.linkedin.com/pulse/premium-email-experiences-elevating-customer-engagement-chad-mills-eezgc/?trackingId=bdnWLmC3TSOzgg%2FFOmqS3Q%3D%3D) for iPhones and iPads (linked to article). My strategies have resulted in a 30% increase in open rates, 18% rise in conversion rates, and a 10% boost in click-through rates. By utilizing dynamic templating, personalized journeys, A/B testing, and data analysis across platforms such as Mailchimp and Zeta Marketing Platform, I consistently deliver tailored experiences. This approach has led to a 12% higher email completion rate and a 20% increase in conversion rates, aligning organizational goals with effective email marketing strategies.

WORK EXPERIENCE

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**UX/Email & SMS Marketing (Remote)** November 2023 – Present

# Batteries Plus, Hartland, WI

Leads the evolution of consumer and commercial email marketing at Batteries Plus by implementing dynamic templating and advanced configurations using Zeta Cloud. This strategic implementation has led to significant increases in open rates, conversion rates, and revenue. Utilizes proven UX methodologies, including user research, persona development, and iterative A/B testing, to enhance customer engagement and satisfaction while boosting brand awareness. Highly skilled in devising and executing email marketing strategies, meticulous data analysis, and integrating campaigns across multiple channels to achieve cohesive marketing objectives.

* Successfully led a large-scale SMS platform migration for a national retailer, significantly enhancing marketing impact and expanding customer reach, resulting in increased message deliverability and improved campaign performance.
* Developed and implemented dynamic email templates using Zeta Cloud, achieving a 25% increase in open rates and an 18% boost in conversion rates, directly contributing to significant sales growth.
* Crafted comprehensive reporting dashboards to continuously track key performance indicators and identify areas for improvement, optimizing email marketing performance.
* Optimized email content structure and layout to enhance readability and information hierarchy, resulting in a 12% increase in email completion rates.
* Innovated custom email capture solutions using the Zeta Marketing Platform, significantly enhancing lead generation efforts and boosting the prospect database.
* Evangelized sophisticated benchmarking practices, establishing performance standards and uncovering data-driven insights that guide strategic decisions.
* Leveraged Zeta Data Cloud to create AI-powered segmentation, enabling targeted and effective campaigns across email and paid social channels, which directly improved customer engagement and conversion metrics.

**Email/SMS Marketing Consultant & Manager (Contract)** March 2023 – October 2023

# Groundswell Interactive, Houston, TX

Guided client engagements as the lead UX consultant, transforming business objectives into proven design strategies, resulting in a 35% growth in revenue and a 20% improvement in customer retention rates.

* Reduced project lead time by 25% by leading cross-functional teams, onsite and offshore, ensuring timely completion and strict adherence to specifications. Improved team collaboration and communication efficiency by 12%.
* Managed the development and execution of intuitive prototypes (of WordPress and Drupal 10 websites), achieving a 50% reduction in product development cycle time and accelerating time-to-market by 25%.
* Seamlessly integrated email marketing campaigns with social media, paid advertising, and other marketing channels, leading to a 35% increase in brand awareness and 20% growth in customer acquisition.
* Championed dynamic templating and advanced configuration in Mailchimp, resulting in a 25% increase in open rates and 18% boost in conversion rates.
* Effective communicator and collaborator with a demonstrated ability to translate objectives into successful email marketing strategies, utilizing the strengths of both Mailchimp and Custom Contact to achieve outstanding results.

**UX Lead** January 2022 – March 2023

# Eventellect, Houston, TX

Orchestrated and directed UX-driven B2B initiatives, overseeing projects across multi-functional teams, ensuring alignment with client objectives.

* Led client workshops to gather feedback, resulting in prototypes addressing user needs. Improved user experience by reducing task time by 25% and boosting retention by 20%.
* Spearheaded and directed comprehensive UX/UI, content, and creative strategies, resulting in expedited reviews and approvals; leveraged user-centered design principles to achieve a 20% increase in conversion rates and drive substantial business growth.
* Spearheaded the integration of Advanced Intelligent Personalization Platform (AIPP) into the company's suite of digital products, successfully enhancing user experience through personalized content and intuitive design, resulting in a 30% increase in user engagement and a 25% improvement in customer satisfaction scores.

**User Experience Designer & Strategist** January 2021 – December 2021

# Guidant Financial, Boise, ID

Optimized Guidant Financial's digital presence using advanced UX tools, increasing user engagement and conversions by 20%. Enhanced B2B/Fintech platforms for revenue growth and competitive edge.

* Deployed UX design strategies that transformed intricate financial paradigms into intuitive user-friendly experiences, leading to a 40% boost in customer retention and a 25% reduction in customer support inquiries.
* Created a collaborative space merging business needs with user wants, resulting in products that boosted customer satisfaction by 30% and increased repeat purchases by 20%.
* Led a cross-functional team in the implementation of AIPP to streamline user journeys and interactions across multiple platforms, achieving a significant reduction in user friction points and increasing conversion rates by 20%, while ensuring compliance with industry best practices and accessibility standards.

**Senior UX Designer** October 2018 – November 2020

# Thumbjamz Entertainment, Houston, TX

Design and develop a "responsive" SaaS platform (using Atomic Design principles) within 6 months.

* Leveraged Adobe XD and InVision to create compelling wireframes and interactive prototypes, enabling investors and partners to visualize the product roadmap and contributing to a successful $2M fundraising campaign.
* Applied proven UX methodologies such as user interviews, competitive analysis, and empathy mapping to drive data-driven design decisions; resulting in a 50% decrease in customer support tickets and a 15% increase in time-on-site.
* Championed a user-centered design philosophy, facilitating regular usability testing sessions to validate design choices and optimize the overall user experience.
* Mentored junior designers, fostering knowledge sharing and raising the team's UX design capabilities.
* Collaborate cross-functionally with product managers, engineers, and marketing to ensure seamless integration of UX design throughout the product development lifecycle.

**Director, UX, Social and Email Marketing** June 2002 – September 2018

# Direct Connectix, Houston, TX

Established a market-leading local digital marketing and UX services firm, steering strategic direction, managing a team of 15 top-performing professionals, and delivering exceptional results, including a 50% increase in profit margin.

* Developed and deployed enterprise-grade Web and Mobile applications using HTML5/CSS, JavaScript, Classic ASP, and ASP.NET, resulting in a 40% improvement in customer support issues and a 20% increase in user satisfaction.
* Leveraged Mailchimp's advanced segmentation and targeting features and utilized Custom Contact's dynamic data-driven personalization, creating hyper-relevant email campaigns, achieving a 20% increase in click-through rates and 15% boost in conversion rates.
* Leveraged Mailchimp's advanced segmentation and targeting features and utilized Custom Contact's dynamic data-driven personalization, creating hyper-relevant email campaigns, achieving a 20% increase in click-through rates and 15% boost in conversion rates.

**Sr UX Designer & Software Engineer** January 2008 – January 2009

# Westwood One, Houston, TX

Development operations & support (HTML/CSS, ASP, SQL, COM and Microsoft .NET) for proprietary "Broadcast Management System" (BMS).

* Conducted comprehensive user research, analyzing feedback from 100+ users, to inform design decisions for a new mobile app; resulting in a 40% increase in user satisfaction and a 25% decrease in user complaints.
* Documented comprehensive technical and business requirements, resulting in the successful delivery of user-centered solutions that increased customer satisfaction by 25%

CERTIFICATIONS

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**Intuit MailChimp**

MailChimp Foundations, Email Marketing and Email Automations

**Klaviyo**

SMS Marketing Strategy

**HubSpot**

Email Marketing

**Meta**

# HTML & CSS in Depth

**Google**

# Project Management

**Google**

# Fundamentals of Digital Marketing and E-Commerce

PUBLISHED ARTICLES & “EMAIL MARKETING” THOUGHT LEADERSHIP

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**LinkedIN**

[Premium Email Experiences: Elevating Customer Engagement through Advanced Coding Techniques – Part I](https://www.linkedin.com/pulse/premium-email-experiences-elevating-customer-engagement-chad-mills-eezgc/?trackingId=bdnWLmC3TSOzgg%2FFOmqS3Q%3D%3D)

[What the Marvel MCU has in common with "Game Changing" Email Marketing...](https://www.linkedin.com/pulse/what-marvel-mcu-has-common-game-changing-email-marketing-chad-mills-cbq8c/)

[Revolutionizing Email Marketing with the CCT Framework: A Game-Changer that leverages the Zeta Marketing Platform and Zeta Data Cloud](https://www.linkedin.com/pulse/revolutionizing-email-marketing-cct-framework-leverages-chad-mills-68ajc/#:~:text=Revolutionizing%20Email%20Marketing%20with%20the%20CCT%20Framework%3A%20A%20Game%2DChanger%20that%20leverages%20the%20Zeta%20Marketing%20Platform%20and%20Zeta%20Data%20Cloud)

EDUCATION

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**Rice University,** Houston, TX

UX/UI Design

**General Assembly,** Houston, TX

JavaScript Development

**Harvard Business School Online** Houston TX

# Entrepreneurship

# TOOLS & SOFTWARE EXPERIENCE

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**Email Marketing** Mailchimp, Zeta Cloud, Klaviyo, Constant Contact, Google Docs, Asana

**UX Design**: Axure RP, Adobe XD, Figma, Invison, Sketch

**UX Tools**: Adobe Creative Suite, User Zoom, Google Analytics

**UX Development**: Visual Studio Code, HTML 5, CSS, WordPress, Drupal, 508 compliance, Angular, .NET, Bootstrap,

JQuery, JavaScript, Github, Jira

**Web Development**:Visual Studio Code, Azure DevOps, AWS