**Chad Mills**

UX Design & Email Marketing Strategist

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Certified email and SMS marketing strategist with cutting-edge expertise in UX design, marketing automation, and AI-driven personalization. Masterful at leveraging tools like Salesforce, Pardot, Zeta Cloud, Klaviyo, and Mailchimp to drive measurable business outcomes. Spearheaded initiatives resulted in a 30% increase in open rates, a 20% lift in conversion rates, and enhanced user satisfaction metrics. Known for merging data analysis, design thinking, and innovative email marketing strategies to craft transformative user experiences, contributing to scalable revenue growth and robust customer retention. Adept at integrating B2B lead generation systems, orchestrating high-performing teams, and delivering exceptional digital marketing results aligned with 2024 market demands.

WORK EXPERIENCE

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**UX/Email & SMS Marketing Specialist (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.

* Designed and implemented dynamic, AI-driven email marketing campaigns using Zeta Cloud, achieving a 25% increase in open rates and an 18% rise in conversions.
* Led cross-functional efforts to migrate an SMS platform, improving deliverability and audience engagement by 30%.
* Leveraged Pardot and Salesforce integration to streamline B2B lead generation workflows, boosting lead quality by 35%.
* Optimized user segmentation strategies through data analysis, driving a 20% increase in customer retention.
* Built interactive dashboards to track KPIs and uncover actionable insights, improving campaign ROI by 15%.
* Conducted iterative A/B testing and performance reviews, ensuring continuous optimization of marketing content.

**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.

* Championed the creation of omnichannel marketing campaigns that resulted in a 40% uplift in customer acquisition.
* Collaborated with creative and technical teams to develop dynamic email templates in Mailchimp, enhancing open and click-through rates by 25%.
* Optimized workflows across WordPress and Drupal websites, reducing time-to-market by 25%.
* Integrated email campaigns with paid media and social platforms, elevating brand visibility by 35%.
* Delivered strategic UX solutions that improved client retention by 20%, aligning design efforts with measurable business objectives.
* Conducted detailed performance analytics to refine marketing strategies and achieve consistent results.

**UX Maeketing 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.

* Directed enterprise UX strategies that enhanced B2B engagement metrics, driving a 30% increase in user satisfaction.
* Implemented advanced personalization tools to refine user experiences, resulting in a 25% lift in customer retention.
* Led workshops with stakeholders gather insights, reducing project lead time by 20%.
* Designed scalable frameworks for UX/UI projects that streamlined the review process, accelerating approvals by 25%.
* Improved cross-functional collaboration by fostering open communication and transparent workflows.
* Monitored and optimized UX design elements to align with evolving user needs and business goals.

**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 cutting-edge UX strategies to revamp B2B FinTech platforms, increasing revenue by 15%.
* Simplified complex workflows through user-centric design, boosting retention by 40%.
* Integrated multi-platform personalization tools, achieving a 20% increase in lead conversions.
* Conducted comprehensive usability testing to validate design changes and optimize performance.
* Collaborated closely with stakeholders to align UX goals with broader company objectives.
* Designed intuitive user interfaces that enhanced overall platform accessibility and engagement.

**UX Designer & Email Marketing Specialist** October 2018 – November 2020

# Thumbjamz Entertainment, Houston, TX

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

* Developed responsive SaaS platforms utilizing Atomic Design principles, reducing development cycles by 30%.
* Conducted usability tests that decreased customer support tickets by 50% and increased user engagement by 15%.
* Created interactive prototypes that secured $2M in additional funding.
* Designed data-driven marketing campaigns that elevated brand visibility and drove user acquisition.
* Spearheaded cross-team initiatives to streamline product development and ensure timely delivery.
* Mentored junior designers, fostering skill development and elevating team performance.

**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.

* Led a team of 15, delivering 50% revenue growth through innovative marketing strategies.
* Designed and launched enterprise-grade applications, increasing customer satisfaction by 40%.
* Utilized advanced segmentation and personalization in Mailchimp to drive a 20% boost in conversions.
* Managed end-to-end project lifecycles for complex digital marketing campaigns.
* Analyzed market trends to proactively adapt strategies, ensuring competitive advantage.
* Established scalable processes to optimize resource allocation and campaign execution.

**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%.
* Developed and supported proprietary Broadcast Management System (BMS) using HTML/CSS, ASP, SQL, COM, and Microsoft .NET.
* Designed intuitive workflows to streamline broadcast scheduling, reducing operational inefficiencies by 20%.
* Implemented data validation mechanisms that improved accuracy in content delivery by 15%.
* Collaborated with cross-functional teams to enhance system scalability and usability, meeting evolving business needs.

CERTIFICATIONS

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* **Salesforce: Lead Management, Opportunity Management, Reports & Dashboards (2024)**
* **Google: Agile Project Management, Advanced Marketing Analytics (2024)**
* **Mailchimp: Foundations, Automations, and Analytics**
* **IBM: Generative AI & Prompt Engineering (2024)**
* **Meta: Advanced HTML & CSS Design (2024)**

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: UX/UI Design Certification**

# **General Assembly: Advanced JavaScript Development**

# **Harvard Business School Online: Entrepreneurship & Business Strategy**

# TOOLS & SOFTWARE EXPERIENCE

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* **Marketing Automation: Salesforce Pardot, Zeta Cloud, Klaviyo, Constant Contact**
* **UX Design: Figma, Axure RP, Adobe XD**
* **Web Development: HTML5, CSS, JavaScript, Angular, WordPress**
* **Analytics & Optimization: Google Analytics, UserZoom, Power BI**