

Professional Summary

Experienced email and web designer with an emphasis on optimizing email performance, responsive mobile design, and digital user experience

Career Summary

Ebony Media Group

November 2021 - Present

Content Marketing Manager

- Oversee email marketing process - including research, content creation, and layout planning.
- Conceptualize email campaigns to increase engagement and meet sponsorship agreements.
- Monitor and report on consumer behavior through establishing benchmarks to amplify the customer experience, setting engagement goals to grow subscribers, and supporting funnel flow between email and social efforts.
- Collaborate cross-functionally with designers, social media managers, and website specialists to develop strategy and seek continual improvement in all digital marketing efforts.

TCS Education System

October 2017 - November 2021

Creative Technologist

- Served as subject matter expert for digital experiences for internal teams and external stakeholders to educate and provide thought leadership on interactive technologies.
- Managed the infrastructure, analytics, targeting, testing, and tooling requirements for websites and digital platforms.
- Developed and executed solutions to enhance the digital customer journey and user experience for several higher education entities.
- Performed website updates that align with brand enhancement objectives and compliance standards.

Sears Holdings
Email Developer

August 2013 - June 2017

- Responsible for quick and efficient, error-free coding mobile-responsive promotional, triggered, and transactional email campaigns for Sears, Kmart, Craftsman, and Shop Your Way.
- Utilized HTML nested table structure for emails, responsive CSS for mobile.
- Prepared email assets from Adobe Photoshop templates.

OpticsPlanet, Inc.
Web Designer

October 2009 - August 2013

- Created websites using HTML, CSS, and customized WordPress plugins.
- Performed company blog migration from Blogger to Wordpress.
- Installed, configured and managed WordPress installations.
- Specialized in email deliverability, email standards, and creating multipart HTML emails that render consistently for Outlook, Yahoo, Gmail, Hotmail, AOL and devices such as iOS and Android.
- Developed Facebook Page Tab Apps.

Proficiencies

Email Development • Responsive Web Design • Wordpress • Copyediting • HTML5 • CSS3 • Content Management • Site Maintenance • Quality Control (QA)

Programming

Node JS • React • ExpressJS • MongoDB • MySQL • HTML5 • CSS3 • JQuery • Javascript • PHP(Wordpress)

Software & Tools

Visual Studio • Adobe Photoshop CS6 • Adobe Dreamweaver CS6 • Microsoft Outlook • Microsoft Excel