ELDON HERNANDEZ

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Miami, FL 33179

PROFESSIONAL SUMMARY

Self-motivated Front End Blockchain Developer creating pixel perfect interfaces bridging the gap between design and back end developers. Experienced Solidity, Hardhat, & ethers and proficient in, HTML, CSS, and JavaScript. Seeking a position as a Front End Blockchain Developer.

PRIMARY SKILLS

- Currently learning and applying Solidity, Hardhat, and ethers in blockchain development.
- Hands-on experience in developing smart contracts and decentralized applications (DApps).
- Familiarity with blockchain concepts and technologies, including React, Redux, and other relevant frameworks.

PROFESSIONAL EXPERIENCE

Email Developer/Marketing Specialist
AutoNation, Ft. Lauderdale, FL
June 2023 – October 2023

- Implement A/B testing and analyze email campaign performance metrics, such as open rates and click-through rates, to optimize and improve email marketing strategies.
- Collaborate with marketing teams to create engaging email campaigns, utilizing HTML and CSS to enhance interactivity and user experience.
- Work closely with Project Managers to meet their needs and ensure assets are provided in time from them to the email team.
- Make sure the email team meets the deadlines and check email proofs.
- Ensure compliance with email marketing best practices, including CAN-SPAM and GDPR, to maintain data privacy and deliverability standards.
- Proficiently design and code responsive HTML email templates to ensure optimal display across various email clients and devices.

Email Designer/Developer
Silversea Cruises, Miami, FL
November 2020 – August 2023

- Working with copy writer and design team to develop messaging and creative for email.
- Owning email calendar, QA, testing and delivery.
- Setup and ensure on-time deployment.
- Work closely with Project Managers to meet their needs and ensure assets are provided in time from them to the email team.
- Make sure the email team meets the deadlines and check email proofs.
- Help Email Marketing Director with email reporting for KPI Meetings.
- Design and code email campaigns and 3rd Party HTMLs.

Email Development/Marketing Specialist
Thrivent, Minneapolis, MN
June 2020 – September 2022

- Develop and modify responsive email and landing pages in Acoustic and Email Playground using HTML/CSS.
- Responsible for the creation of emails, HTML development, testing, and quality control in Acoustic.
- Develop a high volume of HTML code for email marketing campaigns in Thrivent ESP (Acoustic).
- Tracked analytics with Acoustic including open rates, clickthrough rates, and unsubscribe rates.
- Partner closely with in-house designers, provide counsel on best practices for email layouts and formatting.
- Experience with cross browser compatibility testing of current browsers/email clients and their idiosyncrasies.

Web/HTML Email Developer
Royal Caribbean, Miami, FL
November 2019 – February 2020

- Responsible for the creation of emails, html development, testing, and quality control.
- Develop a high volume of HTML code for email marketing campaigns in Royal Caribbean's ESP (Salesforce).
- Tracked analytics with Salesforce Marketing Cloud including open rates, clickthrough rates, and unsubscribe rates.
- Uploaded contact lists in Salesforce Marketing Cloud and appended them to the email before deployment.
- Work closely with Graphic Designers on template redesign initiatives and ensure they are in line with Royal Caribbean's brand guidelines.
- Built websites, landing pages, and emails using HTML/CSS.

Email/Web Developer
Publicis Sapient, Miami, FL
May 2019 – November 2019

- Built responsive emails HTML/CSS.
- Work with client architect/senior developers to do high level/low level design/architecture.
- Unit Testing, Integration Testing, and A/B Testing.
- Code Configuration and Release Management with IBM Acoustic/SilverPop.
- Production Support and Bug Fixes.

Web/Email Developer
Norwegian Cruise Line, Miami, FL
March 2019 – April 2019

- Code responsive emails, websites, and landing pages with the use of HTML/CSS with LESS/SASS.
- Execute A/B tests in ESP platform in collaboration with Marketing Analytics team.
- Pulled email lists in collaboration with Marketing Analytics team.

Web/Email Developer
Kaiser Permanente, Los Angeles, CA
August 2014 – November 2018

- Developed email blasts using HTML/CSS.
- Developed mobile-based features for email marketing campaigns.
- Worked together with web designers to match visual design intent.
- Ensured the technical feasibility of UI/UX designs for marketing campaigns.
- Produced well designed, testable, efficient code by using best software development practices.

Web Developer
Los Angeles Times, Los Angeles, CA
August 2012 – August 2014

- Developed email blasts using HTML/CSS.
- Tested emails for cross-browser compatibility issues with Litmus and found ways to rectify issues.
- Created and developed websites for the Los Angeles Times events department with WordPress.
- Partner closely with in-house designers, provide counsel on best practices for email layouts and formatting

EDUCATION
City College of New York: New York, NY: Bachelor of Arts, Communications, Film and Video
Chubb Institute: New York, NY: Multimedia and Graphic Design Degree
Shaw Academy: Miami, FL: Professional Diploma in Digital Marketing

PROGRAMMING SKILLS: HTML5, CSS3, JavaScript, Solidity, Hardhad, Ethers, TailwindCSS, Search Engine Optimization (SEO), Search Engine Marketing (SEM), PHP, Google Analytics, Content Management Systems (CMS)

PROJECT MANAGEMENT: Agile, TeamSite, SCRUM, Jira, MailChimp, Litmus, Cross browser compatibility testing, SaaS, IBM Acoustic/SilverPop