

Elsie Duarte

Bay Area, CA | 408-314-3608 | elsie.dh@gmail.com

Relevant Skills

- Marketo (Adobe Marketo Engage Business Practitioner Professional certified)
- Oracle Responsys
- Salesforce Marketing Cloud
- Salesforce CRM
- Adobe Dreamweaver

Experience

EMAIL MARKETING SPECIALIST | MODIS AT CISCO INC | NOV 2021 – PRESENT

- Administer and maintain Marketo instance by controlling user access, auditing, maintaining database and subscription center, and creating and running email marketing programs.
- Collaborate with event and marketing teams on bringing content together for event marketing programs from registration landing page to post event thank you emails.
- Create and maintain site pages on GitHub using HTML, CSS, and XML.
- Report on metrics such as email performance, link clicks, and landing page conversion rates.

MASS EMAIL MANAGEMENT | MILESTONE TECH AT META INC | SEPT 2017 – NOV 2021

- Maintain a mass email request task queue (averaging 20 task requests per week) to ensure campaigns are created, scheduled and assessed in a timely manner.
- Use both Oracle Responsys and Marketo to set up email campaigns including A/B tests, emails requiring dynamic content, and campaigns segmented by language, locale and region among other things.
- Assess that email campaigns respect regulations around email preferences such as CAN-SAPM, GDPR and other email preference settings.
- Help create and maintain newsletter subscriptions to ensure the audience has legally opted in to receiving an email.
- Manage an intern and educate them on not only the process of mass email marketing operations but also help them understand the importance of time management, prioritization and good communication.

iTUNES CONTENT MODERATOR | KELLY SERVICES AT APPLE INC | FEB 2016 – SEPT 2017

- Moderate 150+ news articles on the Apple News App and escalate as necessary.
- Use Baseline to review and label accounts to identify the legitimate accounts vs fraud/ fake accounts.
- Analyzed user reviews on top apps from the Apple Store to ensure that the review section was being used as intended.

Education

IT TRAINING | JANUARY 2017 | YEAR UP / FOOTHILL COLLEGE, *SAN FRANCISCO, CA*

- Year Up is a leading national career development program that graduates 1,500 students annually across ten cities; providing college-level coursework in information technology and professional career development, and culminating with a six-month internship at one of 250+ Fortune 500 corporate partners.
- **Coursework Included:** Business Communications, Web Development, and Hardware Troubleshooting

AA BUSINESS ADMINISTRATION | MAY 2013 | EVERGREEN VALLEY COLLEGE, *SAN JOSE, CA*