HOUSTON WICKHAM

EMAIL DEPLOYMENT SPECIALIST

CONTACT

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(901) 628-2184

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225 Cherokee Cir Oakland, TN, 38060

EDUCATION

UNIVERSITY OF TENNESSEE-CHATTANOOGA
Chattanooga, TN
Computer Science (May 2010)

ADDITIONAL SKILLS

Responsive Email Development
Email Deployment
List Segmentation
Email Journey Implementation
Web Development
Email and Web Quality Assurance
Experience with popular email platforms: Salesforce, Selligent, Pardot, Mailchimp, Campaign Monitor, Sendgrid, etc.
Currently training in Javascript

CERTIFICATIONS

Salesforce Certified Marketing Cloud Email Specialist (2017)
FreeCodeCamp Responsive Web Design Certification (2021)
Vanilla JS Academy Certification (2021)

CAREER OBJECTIVE

Detail-oriented professional with 7+ years of experience and a proven knowledge of email development, segmentation, deployment, and quality assurance. Aiming to leverage my skills to successfully fill the Email Deployment Specialist role at your company.

EXPERIENCE

Digital Developer / Email Deployment Specialist
Archer Malmo, Memphis, TN / Dec 2020 - Present

- Most senior member of Email Deployment team responsible for maintaining growth of email deployment staff
- Responsible for web development tasks on top of existing email deployment workload
- Tasked with building responsive web pages and HTML5 banners

Jr Digital Developer / Email Deployment Specialist
Archer Malmo, Memphis, TN / Jan 2016 - Oct 2020

- Responsible for developing responsive HTML emails from scratch
- Built, tested, and deployed dynamic multi-lingual emails across 47 different country/language combinations
- Troubleshot HTML email issues on client provided emails
- Tasked with segmenting lists across multiple markets and subscription levels
- Set up and troubleshot issues on email journeys
- Tasked with minor web development updates

Digital Quality Assurance Analyst
Archer Malmo, Memphis, TN / Apr 2014 - Jan 2016

- Responsible for ensuring final deliverable met client quality standards
- Tested large variety of assets from websites, landing pages, apps, banner ads, emails, etc.
- Trained new employees to maintain a consistent standard of quality across department