

Joshua Mayhew

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[Website](#) | [LinkedIn](#) | [Github](#) | [Tech Blog](#)

SALESFORCE MARKETING CLOUD EMAIL DEVELOPER

Enthusiastic about diving into the world of HTML Email Development with a particular interest in Salesforce Marketing Cloud (SFMC). Demonstrating a solid foundation in web technologies and a self-driven commitment to mastering SFMC. Eager to apply my growing skills in a dynamic email marketing role, leveraging my creative problem-solving abilities and passion for technology-driven marketing solutions.

TECHNICAL SKILLS

Salesforce Marketing Cloud | HTML Email Development | Responsive Design | CRM Integration | Data Management (SOAP, SQL) | JavaScript | HTML5 | CSS3 | Git | Agile/SCRUM Methodologies | Litmus/Email on Acid

TECHNICAL PROJECTS

Vong Xe Xanh Cycling Expedition Newsletter

- Designed responsive newsletters for the cycling event, focusing on audience interaction and content delivery.

Salesforce Marketing Cloud (SFMC) Training

- Completed Trailhead courses, focusing on Email Studio, Journey Builder, and data management tools.
- Gained theoretical knowledge in campaign management, segmentation, and personalization.

HTML Email Template Development

- Created responsive email templates, emphasizing user engagement and brand-specific designs.
- Developed mock email campaigns for hypothetical brands/events to refine design and coding skills.

Murder Mystery - [Github](#) | [Demo](#)

An interactive educational web app that offers an immersive learning experience.

- Led frontend development using Next.js, TypeScript, and Tailwind CSS, prioritizing responsive and user-centric design.
- Enhanced UI/UX for an immersive educational web app, attracting and retaining 200+ active users.

EXPERIENCE

Web Developer

Freelance

Los Angeles, CA

07/2022 - Current

- Developed web applications with a focus on frontend experience using JavaScript, React.js, and Ruby on Rails.
- Led frontend development for the Murder Mystery App using Next.js and TypeScript.
- Integrated CRM functionalities into projects, exploring email marketing concepts.

Hernandez Law

Paralegal

Los Angeles, CA

08/2019 - 06/2022

- Streamlined the preparation and filing of immigration documents, reducing case delays and rejections.
- Crafted Pre-Trial Statements and Asylum applications, enhancing the firm's legal compliance and efficiency.

Leading Light English Center

Co-founder | Lead-instructor

Hanoi, Vietnam

2013 - 2015

- Established and scaled the institution from inception to 200 active enrollments.
- Orchestrated a successful business exit by selling in 2015.

EDUCATION

Flatiron School

Full Stack Web Development, Ruby on Rails and JavaScript

Remote

06/2022 - 07/2023

University of California, Santa Cruz (UCSC)

Bachelor of Arts in History and Politics

Santa Cruz, CA

09/2009 - 06/2012