

Joshua Mayhew

Los Angeles, CA | (424) 229-1864 | joshsmayhew@gmail.com

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

EMAIL DEVELOPER

Enthusiastic and experienced in HTML Email Development, with a strong focus on Salesforce Marketing Cloud. Skilled in creating responsive email templates and coding dynamic content, ensuring compliance with industry standards. Adept at collaborating with marketing teams and excelling in hybrid work environments. Looking to leverage my skills and experience in a dynamic email marketing role.

TECHNICAL SKILLS

Salesforce Marketing Cloud (Email Studio, Journey Builder) | HTML Email Development | Responsive Design | CRM Integration | Data Management (SOAP, SQL) | JavaScript | HTML5 | CSS3 | MJML | Twig | Adobe Creative Suite (Photoshop, Illustrator) | 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

July 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

August 2019 - June 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