

Joshua Duryea

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EXPERIENCE

Yes Auto LV — Co-Founder

Feb 2017 - Jan 2022

- Proven work experience as an effective Email Marketing Specialist
- Hands on experience developing automated email campaigns via marketing clouds Content Builder, Email Studio, and Journey builder
- Produce consistent leads with advertising studio
- Generate over \$1million in sales revenue from digital marketing efforts in the first year of business
- Maintain 4.5/ 5 star rating on all review platforms including Google and Yelp
- Top Local Dealer Achievement - *CarGurus*

Sahara Chrysler Jeep Dodge RAM — Internet Director

Aug 2012 - Feb 2017

- Integrate CRM data with Salesforce
- Create reusable and mobile friendly email templates
- Build and automate workflows and customer journeys
- Upgrade email templates using graphics, personalization, and advanced features
- Analyze campaign performance and suggest improvements
- Report on sales revenue generated from email marketing efforts
- Follow industry policies and best practices

CERTIFICATIONS

Marketing Cloud
Email Specialist

SKILLS

Salesforce
Marketing Cloud
Email Studio
Journey Builder
Content Builder
Automation Studio
Analytics

LANGUAGES

HTML
CSS
JavaScript
AmpScript
SQL

