

## **JENNA SIGLER**

San Diego, CA

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## **TECHNICAL SKILLS**

- HTML, CSS, Responsive Web & Email Design
- Magento, Bootstrap, Basecamp, Monetate, Zeta (Email Service Provider), Wordpress, AEM & Litmus
- Adobe Creative Suite: Dreamweaver, Photoshop, Illustrator, InDesign
- Microsoft Office

## **WORK EXPERIENCE**

*BizX & Slashdot Media, San Diego, CA | April 2018 – August 2018*

*Email Marketing Specialist*

- Responsible for the scheduling and deployment of business to business email campaigns as well as daily and monthly newsletters for SourceForge and Slashdot Media, subsidiaries of BizX.
- Audience allocation and segmentation.
- Build and test responsive email templates.
- Copywriting and technical writing for IT-based content, products and services.
- Test subject lines, email content and send times.
- Manage email marketing calendar.

*PETCO Animal Supplies, Inc., San Diego, CA | August 2017 – April 2018*

*CRM Campaign Analyst*

- Responsible for taking email campaigns from creation to deployment.
- Audience allocation and segmentation.
- Report and analyze data collected from each campaign.
- A/B testing on subject lines, email content, send times and zip codes.
- Use of 3rd party vendor LiveClicker in order to enhance subscriber experience, interactivity and personalization.
- Trained multiple team members on previous platform and eased transition into new Email Service Provider platform.
- Formed new processes and partner relationships in order to build a more efficient and effective email marketing team.

*PETCO Animal Supplies, Inc., San Diego, CA | March 2015 – August 2017*

*Site & Email Content Producer*

- Developed promotional, transactional, reward program, informational, and trigger emails using HTML, CSS, Photoshop, Dreamweaver and our Email Service Provider ZETA.
- Use ZETA (Email Service Provider) to upload HTML/CSS, test, schedule and troubleshoot promotional emails.
- Use Litmus to test emails on multiple platforms, including mobile.
- Use AEM to manage digital assets.
- A/B testing of content, subject lines, deployment times and days.

*Skinit Inc., San Diego, CA | May 2012 – March 2015*

*Web Designer*

- Created and managed landing pages through CMS platform Magento.
- Added Javascript and jQuery strings to add a more dynamic and interactive feel to the website.
- Developed promotional emails using HTML, CSS, Photoshop, Dreamweaver and ZETA.
- Used Monetate to test banners and different creative site placements for a personalized site experience.
- Used ZETA (Email Service Provider) to upload HTML/CSS, test, schedule and troubleshoot promotional emails.
- Used Litmus to test emails on multiple platforms, including mobile.
- Used Magento to manage digital assets.
- Edited and approved creative assets for deployment.

**EDUCATION**

B.S. Graphic Communication with concentration in Web and Digital Media (June 2011)

California State Polytechnic University San Luis Obispo – San Luis Obispo, California