

# Keeley Byerly

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## Skills

- Email marketing skills including HTML, CSS, personalization, A/B testing, and responsive design
  - Experience using Salesforce Marketing Cloud (MC), Hubspot, Marketo, and Eloqua
  - Proficient in Adobe Dreamweaver, InDesign, and Photoshop
  - Email marketing metrics and analysis
  - Webpage creation and management using MC Web Studio, WordPress, and Typo 3
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## Experience

Email Marketing Specialist, Arrow Electronics

November 2019 – Present

- Implement automated email marketing campaigns and dynamic emails using Eloqua and MovableInk
- Analyze metrics and provide recommendations on campaign improvements
- Manage email marketing campaigns and segmentation

Digital Marketing Specialist, Transamerica

November 2014 – October 2018

- Implemented email marketing campaigns for multiple product lines and audiences  
Responsibilities include: HTML/CSS coding, copyediting, A/B testing, and list creation
- Optimized email messaging using key elements such as subject line, layout, and personalization
- Managed email databases and reviewed email lists for firm approvals and appropriate audience
- Compiled metrics and provided feedback to marketing team

Marketing Specialist, Microlife Medical Home Solutions, Inc.

August 2013 – November 2014

- Created webinars, email campaigns, and paid advertising campaigns
- Managed websites, social media, and events

Editorial Intern, Denver Business Journal

Summer 2012

- Wrote 17 feature stories for the special section on business leaders, non-profits, and businesses
  - Scheduled meetings and interviewed business professionals
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## Education

Colorado State University, Fort Collins, CO

Major: Journalism, May 2013, GPA 3.6

Emphasis: Computer-Mediated Communication

Minor: Political Science

Related Coursework: News Writing, Feature Writing, Online Writing and Journalism, Computer-Mediated Communication, Media Development, Publication Design, and Digital Promotion Management