

Taj Cohen

Email Marketing Specialist

tajcohen@protonmail.com • 6822830696

Fort Worth, Texas, United States

Strategic Email Developer with 10+ years of experience (4+ professional) building high-impact email campaigns that scale. Expert in responsive HTML/CSS coding, Salesforce Marketing Cloud, Braze, and Iterable. Adept at campaign lifecycle development, dynamic personalization with AMPscript, and QA workflows that drive consistency and accessibility across all platforms. Strong collaborator with a keen eye for process improvement, eager to step into a leadership role within enterprise email programs.

Career Experience

RAPP (Omnicom Group), Irving, Tx.

August 2022 – June 2025

Email Developer/Front End Developer

- Developed and maintained responsive, accessible HTML emails for global brands including PNC Bank, Toyota, and ExxonMobil.
- Translated Figma and Adobe XD designs into pixel-perfect code across campaigns and CRM automations.
- Lifecycle campaign strategy, performance analytics, UTM tracking in HubSpot/SFMC.
- Managed B2B email programs with lifecycle segments and conversion optimization.
- Built and customized email templates for Salesforce Marketing Cloud, including use of AMPscript for personalization.
- Led QA testing through Litmus and Email on Acid, ensuring consistency across clients like Gmail, Outlook, and Apple Mail.
- Executed pre-launch QA: verified links, UTM tracking, segmentation, dynamic content, and accessibility standards.
- Supported deployment and campaign workflows across ESPs including Salesforce Marketing Cloud, HubSpot, and Umbraco.
- Worked cross-functionally with strategy, design, and account teams to ensure timely and accurate email deployment.
- Documented email production processes and helped optimize internal workflows for improved turnaround and accuracy.

ClickJet Media, Austin, TX.

January 2022 – June 2022

Email/Web Developer

- Designed and developed responsive HTML emails and promotional landing pages for affiliate marketing campaigns, with a strong focus on performance and accessibility
- Translated layered PSDs into mobile-optimized templates using HTML, CSS, and JavaScript, ensuring visual fidelity and brand consistency
- Led QA efforts through Litmus, testing cross-client rendering and troubleshooting compatibility issues across major inboxes and browsers
- Optimized email code for dark mode compatibility and addressed rendering quirks across Outlook, Gmail, and Apple Mail
- Collaborated closely with marketing and design teams to align content, layout, and functionality with campaign goals
- Supported deployment cycles from development through execution, applying clean code practices and attention to detail across all builds
- Built and optimized integrated email and landing page experiences to support automation workflows and lifecycle campaigns

Education

Bachelor's degree

The University of Texas at Arlington, Arlington, Texas, August 2015 – May 2019

Associate Degree

Tarrant County College - Southwest Campus, Arlington, Texas, January 2013 – January 2015

Certifications

Foundations of AI-Powered Search Ads for Practitioners - Google - July 2025

Google Ads Search Certification - Google - July 2025

Google Ads - Measurement Certification - Google - July 2025

Technical Proficiencies

HTML & CSS

Litmus

Adobe Creative Suite

Linux

Figma

Litmus

JSON

Email on Acid

JavaScript

Git

Mailchimp

Constant Contact

HubSpot

SQL

Salesforce Marketing Cloud

Ampscript

Braze

Iterable

Wordpress

Accessibility Testing (WCAG/ADA)

UTM Tracking

Segmentation QA

Asana

Jira

Workfront

Google Ads

Google A.I. Search Ads