Michael Benson

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WORK EXPERIENCE

JAN 2015 – APRIL 2016

BlackRock

Email Developer

- Coded and designed responsive emails for desktop and mobile.

- Managed and configured/launched 20+ emails per week across a global team of external and internal clients. Served as a go-between between competing clients when deciding campaign priority, and ultimately made the decisions.

- Absorbed an 150% increase in campaigns over six months (with no additional resources) by improving campaign processes and making back-end technical changes on the ESP.

- Met constantly with clients to explain the technical aspects of email marketing, and understand their goals. This allowed us to rework projects to achieve the goals in slightly different ways, but in significantly less time.

- Used SQL to overlay complex data over email marketing metrics to give marketers a more detailed look into performance.

- Led implementation of Eloqua by designing pilots, templatizing programs and designs, and defining technical requirements.

- Designed and implemented new landing pages with input from a cross-functional team.

2013 – 2015

Oracle

Associate Campaign Specialist

- Developed, tested, and launched advanced email campaigns to hundreds of thousands of customers. Worked within same-day turnaround times for Intuit, the highest revenue generating client.

- Fixed complex html/css issues across mobile/web, and different email clients.

- Worked with Facebook, Linkedin, Twitter APIs and used built-in functions to draw complex personalization data (similar to Excel functions).

2010 – 2013

Haas School of Business, UC Berkeley

Marketing Coordinator

- Designed and coded sections of the Haas website using HTML, CSS, and Javascript.

EDUCATION

2017	**Dev Bootcamp**
	19 week full-time, full-stack web dev program teaching Ruby, Rails, JavaScript, and various database systems
2010	**U.C. Davis**
	B.S., Managerial Economics

PROJECTS

(SMOKESCREEN)	Autonomous browser extension that crawls the internet to mask your web footprint. Built using JavaScript and WebExtension APIs.
(SHADES OF GRAY)	Dynamic AJAX page for developers to get quick and easy marketing approval on font colors.
(NOOB GAME)	Surprisingly addictive JavaScript game. Navigate your piece through a starfield.

TECHNICAL SKILLS

HIGH LEVEL	Ruby, HTML, CSS
INTERMEDIATE	Javascript, jQuery, SQL, ActiveRecord, Ajax, Regex
BASIC LEVEL	$\LaTeX$, React, Haml, Jekyll
MKTG AUTOMATION	Responsys, Yesmail, Eloqua, Marketo
DESIGN	Photoshop, Dreamweaver, InDesign