

# Michael Benson

## WORK EXPERIENCE

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JAN 2015 – APRIL 2016

### BlackRock

#### Email Developer

- Coded and designed responsive emails for desktop and mobile.
- Managed 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.
- Lead implementation of Eloqua by designing pilots, templating 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

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2017 **Dev Bootcamp**

*However many week program that teaches ruby and javascript and bla bla bla*

2010 **U.C. Davis**

*B.S., Managerial Economics*

## PROJECTS

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- (SMOKESCREEN) Autonomous browser extension that crawls the internet to mask your web footprint. Built using JavaScript and WebExtension APIs
- (SHADES OF GRAY) Ajax site for developers to test a range of gray fonts for separate page elements
- (NOOB GAME) Surprisingly addictive javascript game

## TECHNICAL SKILLS

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

## CONTACT

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