Matt Lucas. Senior Email Developer.

Experience

Email Development Operations Analyst. UserTesting.
JUNE 2020 - PRESENT / REMOTE (BASED IN CHARLOTTE, NC)

Code fully editable, user friendly Marketo email templates for marketing team to utilize in their Programs. Other areas of support include proactively monitoring our sender reputation to ensure high level of deliverability and contributing to our email template codebase via GitHub to ensure an on-brand user experience.

Senior Email Developer. LendingTree.
JUNE 2017 - JUNE 2020 / CHARLOTTE, NC

At LendingTree, I coded and designed HTML emails for the company's CRM channel. Emails were deployed from Blueshift and programmed using Shopify's Liquid template language for creating dynamic and personalized messages. Additional responsibilities included coding and building editable templates in Salesforce Marketing Cloud by leveraging AMPscript.

Email Marketing Developer. PubNub.
AUGUST 2016 - JUNE 2017 / SAN FRANCISCO, CA

At PubNub I designed and coded HTML email templates to support marketing efforts deployed from Pardot. Assistance was also provided with building out automated marketing campaigns in Pardot, front-end development of landing pages, creating marketing assets for PubNub's webinar program, and reporting on email campaigns.

Digital Marketing Engineer. Teradata Interactive.
SEPTEMBER 2013 - APRIL 2016 / SAN FRANCISCO, CA

At Teradata Interactive I developed HTML email and landing page templates to be used in digital marketing campaigns for clients such as Autodesk and Intel, with a focus on template integration within Eloqua, Marketo and Teradata's own Digital Marketing Center (DMC). Assistance was also provided in training and mentoring clients on how to best use Teradata's DMC, creating demo materials to showcase the DMC API, and as a Technical Lead for automated marketing campaigns.

Client Work: Procter & Gamble, Autodesk, Intel, Hertz, 7-Eleven, Brocade

Contact

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Technical Skills

Responsive HTML Email Development
HTML & CSS
Liquid & AMPScript
Git & GitHub
Litmus
Marketing Automation
Sketch & Adobe CC

ESP's Used

Marketo
Salesforce Marketing Cloud
Blueshift
SparkPost
Pardot
Eloqua

Education

California College of the Arts
Bachelor of Fine Arts, 2003 – 2007