

# Matt Lucas / Senior Email Developer

## Experience

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### Senior Email Developer / **LendingTree**

JUNE 2017 - PRESENT / CHARLOTTE, NC

At LendingTree, I code and design HTML emails for the company's CRM channel. Emails are deployed from Blueshift and are programmed using Shopify's Liquid template language for creating dynamic and personalized messages. Additional responsibilities include managing another email developer; contributing to A/B testing ideas to drive revenue and testing velocity; and also assisting with building campaigns, QA, and creating process.

### 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.

### Senior Email Developer / **Pierry Software**

MAY 2016 - JULY 2016 / REDWOOD CITY, CA

At Pierry Software I managed and mentored a small team of email developers, helped define email development processes, and coded HTML email templates to be used in and deployed from Salesforce Marketing Cloud (ExactTarget). Oversight was also provided to ensure that all emails being deployed rendered consistently across all major email clients.

**Client Work:** NetJets, San Jose Earthquakes, IMAX, Postmates, Uber

### 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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510-318-4985  
mattdavidlucas@gmail.com  
mattdavidlucas.com  
linkedin.com/in/mattdavidlucas

## Dev/Production Skills

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Responsive HTML Email Development  
HTML, CSS & Liquid  
Email Client Testing via Litmus  
Marketing Automation  
Sketch & Adobe CC

## Marketing Platforms

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Marketo  
Eloqua  
Pardot  
Teradata Marketing Applications (Mapp)  
Blueshift

## Education

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