

Experience

Senior Email Developer / **Pierry Software**

MAY 2016 - PRESENT

At Pierry Software I manage and mentor a small team of email developers, help define email development processes, and code HTML emails to be used in and deployed from Salesforce Marketing Cloud (ExactTarget). Oversight is also provided to ensure that all emails being deployed render consistently across all major email clients.

Client Work: RAM Racing, IMAX, NetJets, San Jose Earthquakes

Digital Marketing Engineer / **Teradata Interactive**

SEPTEMBER 2013 - APRIL 2016

Technical Lead for automated email marketing campaigns. Developed HTML email and landing page templates to be used in marketing campaigns deployed from Eloqua and Marketo.

Worked on proof-of-concept projects to showcase Teradata's Digital Marketing Center capabilities and API. Projects could then be used as selling tools, as well as internal training demos.

Trained and mentored clients on how to best use Digital Marketing Center, in addition to training offshore Teradata teams on digital marketing best practices.

Client Work: Procter & Gamble, Autodesk, Intel, Hertz, Brocade, Medtronic

Web Producer / **OpenMarketing**

DECEMBER 2012 - JUNE 2013

Developed WordPress themes, as well as coded and themed new WordPress page templates.

Managed new WordPress builds for clients migrating from old, static Web sites. Maintained client assets, project deadlines and deliverables.

Client Work: PresenceLearning, Social Fluency, LiveHive, Kriste Micheline Interiors

Web Production & Design Manager / **Bulldog Reporter**

JANUARY 2010 - DECEMBER 2012

Collaborated with marketing team to receive direction on building landing pages, developing HTML emails and designing Web banners for clients to support their digital marketing campaigns on the Bulldog Reporter website and email channel.

Day-to-day duties included efficiently managing HTML email newsletter creation and general Drupal maintenance, such as installing new modules, theming new site elements and working with CCK and Views.

Client Work: Business Wire, Marketwire, George Washington University

Contact

510-318-4985

matt david lucas@gmail.com

matt david lucas.com

[linkedin.com/in/matt david lucas](https://www.linkedin.com/in/matt david lucas)

Skills

HTML / CSS & Sass / JavaScript & jQuery / PHP

Linux Command Line / Adobe Photoshop CC

REST API Integrations

HTML Email Development

Marketing Automation

Salesforce Marketing Cloud, Marketo and Eloqua

Education & Certifications

California College of the Arts

Bachelor of Fine Arts, 2003 – 2007

Marketo & Eloqua Certified