

Experience

Digital Marketing Engineer

Teradata Interactive / San Francisco, CA / May 2014 – April 2016

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

Technical Lead for automated email marketing campaigns.

Worked on proof-of-concept projects to showcase Teradata's Digital Marketing Center capabilities and API.

Trained and mentored clients on how to best use Digital Marketing Center.

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

HTML Production Engineer

Ozone Online / San Francisco, CA / September 2013 – May 2014

Developed HTML email and landing page templates to be integrated within Marketo and Aprimo Marketing Studio.

Led effort to create an Engineer Training Library in order to better onboard and train new engineers joining the Ozone Online team.

Client Work: Brocade, Intel, Medtronic, JPMorgan Chase

Web Producer & WordPress Theme Developer

OpenMarketing / San Francisco, CA / 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 Michellini Interiors

Web Production & Design Manager

Bulldog Reporter / Oakland, CA / January 2010 – December 2012

Collaborated with marketing team to receive direction on designing Web banners, building landing pages and developing HTML emails for clients to support their ad campaigns.

Contact

510-318-4985

mattdavidlucas@gmail.com

mattdavidlucas.com

linkedin.com/in/mattdavidlucas

Skills

HTML

CSS & Sass

JavaScript & jQuery

PHP

Linux Command Line

HTML Email Development

WordPress Theme Development

Marketing Automation

Marketo & Eloqua

Education & Certifications

California College of the Arts

Bachelor of Fine Arts, 2003 – 2007

Marketo & Eloqua Certified