Matt Lucas.
Marketing Operations & Email Development.

Experience

Credit Karma. Digital Content Developer, Manager.
MAY 2023 - PRESENT / CHARLOTTE, NC

Contribute to the Credit Karma email design system, as well as create email and push notification assets and templates for the Credit Karma banking vertical.

Litmus. Campaign Operations Specialist.
JANUARY 2023 - MAY 2023 / REMOTE

At Litmus, I helped define and scale the Campaign Operations function by creating and implementing new processes, streamlining existing processes, and creating documentation for visibility and knowledge sharing.

Credit Karma. Digital Content Developer (Contractor).
SEPTEMBER 2022 - DECEMBER 2022 / CHARLOTTE, NC

At Credit Karma, I worked as a contractor and assisted with improving and contributing to their email design system GitHub repository; built marketing email and push assets for a variety of teams and verticals; and provided support to marketing teams that encountered roadblocks and technical issues related to the Credit Karma email marketing platform.

UserTesting. Manager, Marketing Operations.
JUNE 2020 - SEPTEMBER 2022 / REMOTE

I started at UserTesting as an Email Developer, focusing on email template development in Marketo, as well as email operations. After that, I moved into a Project Management role, introducing an efficient, automated request process, using Zapier, Jira, and Google Forms. From there, I progressed on to people management on the Marketing Operations team, managing a small team of developers, as well as serving as the primary admin and point of contact for our Marketo instance.

LendingTree. Senior Email Developer.
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.

Contact

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Based in Charlotte, North Carolina

Technical Skills

Responsive HTML Email Development
Marketing Automation
Email Scripting Languages
HTML & CSS
Handlebars.js & Liquid
Git & GitHub
Litmus
Figma, Sketch & Adobe CC

ESP's Used

Marketo
Braze
Blueshift
SparkPost
Pardot
Eloqua

Education

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

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Experience (continued)

PubNub. Email Marketing Developer.
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.

Teradata Interactive. Digital Marketing Engineer.
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

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