Matt Lucas.
Marketing Operations & Email Development.

Experience

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

Currently working as a Contractor to assist with improving and contributing to the Credit Karma email design system GitHub repository; building marketing email assets for a variety of teams and verticals; and providing support to marketing teams that encounter 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.

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.

Contact

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

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
Salesforce Marketing Cloud
Blueshift
SparkPost
Pardot
Eloqua

Education

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

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Experience (continued)

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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