

Matt Lucas.

Marketing Operations & Email Development.

Experience

Manager, Marketing Operations. **UserTesting.**

JUNE 2020 - PRESENT / REMOTE

I started at UserTesting as an Email Developer, focusing on email template development in Marketo, as well as email operations. Since then, I started taking more of a role in Project Management, introducing an efficient request process, using Zapier and Jira. I have since moved on to people management on the Marketing Operations team, managing and mentoring a small team of email marketing specialists, as well as being the primary admin and point of contact for our Marketo instance.

Senior Email Developer. **LendingTree.**

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.

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.

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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Based in Charlotte, North Carolina

Technical Skills

Responsive HTML Email Development

HTML & CSS

Liquid & AMPscript

Git & GitHub

Litmus

Marketing Automation

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