

# Matt Lucas

## Experience

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### Email Marketing Developer / **PubNub**

AUGUST 2016 - JUNE 2017 / SAN FRANCISCO, CA

At PubNub I design and code HTML email templates to support marketing efforts deployed from Pardot. Assistance is 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.

### Senior Email Developer / **Pierry Software**

MAY 2016 - JULY 2016 / REDWOOD CITY, CA

At Pierry Software I managed and mentored a small team of email developers, helped define email development processes, and coded HTML email templates to be used in and deployed from Salesforce Marketing Cloud (ExactTarget). Oversight was also provided to ensure that all emails being deployed rendered consistently across all major email clients.

**Client Work:** NetJets, San Jose Earthquakes, IMAX, Postmates, Uber

### 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

### Web Producer / **OpenMarketing**

DECEMBER 2012 - JUNE 2013 / SAN FRANCISCO, CA

While on the OpenMarketing team, I managed new WordPress builds for clients migrating from old, static Web sites, Flash sites or out of date CMS's. I assisted in developing WordPress themes, as well as coding and theming new page templates for clients with existing WordPress sites. To ensure smooth builds, I helped the team by managing client assets, project deadlines and deliverables.

**Client Work:** PresenceLearning, Social Fluency, LiveHive, Kriste Michelini Interiors

## Contact

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## Dev/Production Skills

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Responsive HTML Email Development  
HTML & CSS/Sass  
JavaScript & jQuery  
PHP  
Linux Command Line  
Email Client Testing via Litmus  
Marketing Automation  
Adobe Photoshop CC

## Marketing Platforms

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Marketo  
Eloqua  
Pardot  
Teradata Marketing Applications (Mapp)

## Education

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