Matt Lucas

Experience

Digital Marketing Engineer / Teradata Interactive
MAY 2014 - APRIL 2016

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

Worked on proof-of-concept projects to showcase Teradata's Digital Marketing Center capabilities and API. Projects could then be used as selling tools, as well as internal training demos.

Trained and mentored clients on how to best use Digital Marketing Center, in addition to training offshore Teradata teams on digital marketing best practices.

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

HTML Production Engineer / Ozone Online
SEPTEMBER 2013 - MAY 2014

Built 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 / OpenMarketing
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 Michelini Interiors

Web Production & Design Manager / Bulldog Reporter
JANUARY 2010 - DECEMBER 2012

Collaborated with marketing team to receive direction on building landing pages, developing HTML emails and designing Web banners for clients to support their digital marketing campaigns on the Bulldog Reporter website and email channel.

Day-to-day duties included efficiently managing HTML email newsletter creation and general Drupal maintenance, such as installing new modules, theming new site elements and working with CCK and Views.

Client Work: Business Wire, Marketwire, George Washington University

Contact

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Skills

HTML / CSS & Sass / JavaScript & jQuery / PHP
Linux Command Line / Adobe Photoshop CC
REST API Integrations
HTML Email Development
Marketing Automation
Salesforce Marketing Cloud, Marketo & Eloqua

Education & Certifications

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

Salesforce Marketing Cloud, Marketo & Eloqua Certified