

Matt Lucas. Senior Email Developer.

Experience

Senior Email Developer. **LendingTree.**

JUNE 2017 - PRESENT / CHARLOTTE, NC

At LendingTree, I code and design HTML emails for the company's CRM channel. Emails are deployed from Blueshift and are programmed using Shopify's Liquid template language for creating dynamic and personalized messages. Additional responsibilities include 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.

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

Contact

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Dev/Production Skills

Responsive HTML Email Development

HTML, CSS & Liquid

Email Client Testing via Litmus

Marketing Automation

Sketch & Adobe CC

Marketing Platforms

Blueshift

Salesforce Marketing Cloud

Pardot

Teradata Marketing Applications (Mapp)

Marketo

Eloqua

Education

California College of the Arts

Bachelor of Fine Arts, 2003 – 2007