

Jake R Miller

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HIGHLY SKILLED EMAIL CAMPAIGN DEVELOPER | DIGITAL MARKETING | DESIGN | QA

As a seasoned Frontend Developer, I specialize in crafting captivating user interfaces and seamless experiences for websites and web applications. My expertise extends to leveraging contemporary marketing tools, harnessing social media platforms, and orchestrating successful e-mail campaigns. Collaborating with talented teams, I've contributed to a diverse array of digital products, from business applications to consumer-centric projects, thriving in various work environments whether in-house or remotely.

My proficiency extends to responsive email development, where I've achieved remarkable results by coding email campaign templates and integrating back end functionalities for dynamic, personalized content delivery. With a robust background in creating and optimizing user-friendly website and landing page content, I excel in meeting customer-specific demands while upholding stringent quality standards. I'm recognized for crafting impactful email campaigns, strategically designed to boost open rates, fortify competitive positioning, and drive revenue growth.

I bring a sharp analytical mindset to problem-solving, maintaining composure and focus when tackling challenges. My leadership capabilities shine through effective oversight of digital communications and adept management of email marketing campaigns all while providing mentorship and guidance to team members.

Core Competencies:

Online Marketing Tools & Platforms | Lead Generation/Qualification
Website Analytics & Development | Responsive Website Design | Email Marketing
Team Collaboration & Leadership | Project Management | Process Optimization | Interpersonal
Communication | Regulatory Compliance | Digital Marketing Campaign Creation | Partnership Building/
Management | Quality Assurance

Technical Expertise:

Visual Studio Code | Jira | JavaScript | QA | Content Management Systems | Social Media Marketing |
WordPress | Stack Overflow | Salesforce Marketing | Cloud | HubSpot | Google Ads | Google Analytics |
HTML5 | CSS3 | Office Suite | Adobe Photoshop | Litmus | EmailOnAcid

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RELEVANT PROFESSIONAL EXPERIENCE

Affinitiv

Senior Email Developer | September 2014- Present

Identified ways to improve processes for email messaging and creative campaigns. Optimized campaigns based on email analytics and findings. Managed strategy, creative direction, content, and messaging for products, stores, and promotions. Administered special projects to innovate email features.

- Optimize performance by reducing load & build times through image enhancement and reusable code blocks.
- Collaborate with designers to craft responsive, and dynamic email campaigns
- Develop current automated triggers as well as implement custom features for production.
- Troubleshoot existing system code base errors & debugged email issues .
- Coded compatible and reliable email campaign templates to work in all platforms such as Gmail, Outlook, Yahoo!, Apple iOS and Android users to ensure successful rendering.
- Designed and developed email features such as logic based layouts and styling, video with animated GIF fall-backs, full-width background images, and hamburger menus.
- Structured/coded themes for landing pages and websites within WordPress.
- Provided coding training to junior team members and instructed the design team on UI/UX.
- Created and programmed responsive quote emails, responsive dealership announcement emails, and trigger notifications based on customers' data such as birthdays or scheduled maintenance.
- Played an instrumental role in maintaining a brand's on-line presence by coding fully responsive email templates for Subaru and Generic Branded monthly newsletter.
- Coded/developed script to batch multiple files, utilizing coding logic rendering for the plethora of OEMs.
- Designed new back-end features to provide dynamic, customer-personalized content and increase customer engagement in collaboration with the engineering teams.
- Identified areas of improvement and implemented strategies to streamline procedures. Improved/optimized process for seasonal OEM-branded templates and assessed campaign designs for UI/UX best practices.

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Digital Marketing | August 2011 - September 2016

Freelance work developing websites, landing pages, banner ads, and printed material for small business.

- Clients include Pet Coral, Purely Vapor, Gold2Cash and SuCasa Pawn.

Haystak Digital Marketing / Cox Automotive

Digital Design/Developer | August 2011 - September 2014

Crafted digital advertising work.

- Designed and developed landing pages, limited-run sites, display ads, homepage redesigns and email campaigns for Automotive Dealerships.

EDUCATION - University of Tampa

SKILLS - Proficient in HTML, CSS, and JavaScript WordPress development expertise Skilled in Adobe Photoshop and Illustrator Visual Studio Code enthusiast