Jake R Miller

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PROFESSIONAL SUMMARY

Innovative and technically skilled Developer with 10+ years of experience designing high-performance, responsive campaigns and landing pages for enterprise automotive and retail brands. Expert in HTML/CSS, email automation, and modular coding systems, with a track record of improving workflows, reducing build time, and driving engagement. Adept in UX/UI best practices, cross-platform compatibility, and collaborating across design and engineering teams. Passionate about building scalable marketing systems and mentoring teams.

Core Competencies:
Marketing Automation | 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 |
Dynamic & Logic-Based Features | Quality Assurance

Technical Expertise:
Visual Studio Code | Jira | JavaScript | QA | Content Management Systems | Social Media Marketing |
WordPress | Stack Overflow | SalesForce Marketing | CRM Integration | Cloud | HubSpot | Google Ads |
Google Analytics | HTML5 | CSS3 | Office Suite | Adobe Creative Suite | Litmus | EmailOnAcid

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RELEVANT PROFESSIONAL EXPERIENCE

Affinitiv
Senior Email Developer | September 2014- Present
- **Improved campaign delivery** by reducing build time using modular, reusable code and optimized image assets.
- Designed and developed **responsive, dynamic email campaigns** for automotive OEMs, achieving cross-platform rendering for all email clients including Gmail, Outlook, iOS, and Android.
- Engineered and maintained automated trigger workflows including **personalized service reminders, birthdays, and maintenance notifications**, resulting in above average open and click-through rates.
- Created advanced features like **logic-based layouts**, **hamburger menus**, **animated GIF fallbacks**, and **video integration**, improving customer experience and engagement.
- Coded and managed **OEM-branded newsletters** for brands like Subaru and contributed to enhancing seasonal campaign effectiveness.
- Trained and mentored junior developers and guided the design team on **email best practices and UI/UX principles**.
- Partnered with backend engineers to deliver new personalization and dynamic content features based on customer segmentation.
- Led initiatives to optimize legacy templates and modernize workflows, cutting redundant code and improving performance across teams.

JakeRMiller
Digital Developer / Designer | August 2011 - September 2016
- Developed websites, landing pages, email campaigns, and branding assets for small business clients.
- Clients include Pet Coral, Purely Vapor, Gold2Cash and SuCasa Pawn.

Haystak Digital Marketing / Cox Automotive
Digital Developer / Designer | August 2011 - September 2016
- Created landing pages, homepage redesigns, high-impact display ad campaigns, limited-run sites, and email campaigns for national 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.