

# Caleb Wiseman Taylor Moore

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## Experience

### Associate Director, Template Development

*Audible (October 2022 - April 2024)*

#### Email Development & Strategy

- Spearheaded the development and implementation of ~20 email components from html handoff to deployment
- Worked in collaboration with internal teams and external agencies, optimizing processes and ensuring seamless technical alignment and future scalability of code
- Developed custom tools, empowering the team to troubleshoot and edit multiple templates across all marketplaces simultaneously, resulting in significant time savings and improved productivity
- Developed comprehensive documentation and guidelines for the template suite, facilitating consistency and enabling seamless onboarding of new team members

#### Global Support, Localization & Language Preference

- Established bi-weekly Office Hours for global support and collaboration in the APAC region, fostering cross-regional communication and problem-solving
- Facilitated localization efforts by implementing Portuguese translations for the Brazil marketplace across all transactional emails, contributing to an estimated revenue growth of ~\$19MM by 2025
- Led the initiative to streamline and unify global transactional emails, resulting in improved consistency and maintenance across all marketplaces
- Developed and maintained a comprehensive database of ~80 transactional emails used across various marketplaces
- Integrated language preference support into US triggered emails, enhancing user engagement for Spanish-speaking users

#### Onboarding, Management & Collaboration

- Led contractor onboarding, refining workflows and promoting collaboration, resulting in improved efficiency
- Developed comprehensive processes for technical collaboration, code reviews, and QA to ensure project consistency and quality
- Conducted weekly one-on-one meetings to support team members, delegate tasks, and foster collaboration

### Email and Frontend Developer

*Rauxa/FKA (June 2018 - March 2022)*

#### Audible

- Developed and integrated HTML email templates into Sonar using Handlebars and JSON
- Led technical QA, review and approval process for HTML handoff
- Cultivated strong client relationships, fostering open communication and collaboration

#### Alaska Airlines

- Managed email development efforts across the entire Alaska Airlines brand, overseeing the creation of triggered, promotional, and transactional campaigns
- Thoroughly researched and implemented email accessibility best practices
- Developed landing pages, banner ads, and custom JavaScript solutions to improve workflow efficiency

#### Verizon

- Hand-coded and templated B2B and B2C emails for Verizon, ensuring brand adherence

### Email Developer, Designer

*Drexler (Sept 2014 - June 2018)*

### Graphic Designer

*DesignByFive (Sept 2013 - June 2014)*

### Graphic Design Specialist

*Stanley Black & Decker (Aug 2011 - Sept 2013)*

### Freelance Graphic Designer

*Various Clients (Jan 2009 - Aug 2011)*

### Junior Graphic Designer

*DesignByFive (Oct 2007 - Jan 2009)*

## Skills

- HTML, CSS, Sass, Javascript, Vue, Node, SQL, GreenSock, Nuxt, Storybook, Handlebars, Python, P5.JS, Hydra, JSON, API / Data Providers
- Salesforce Marketing Cloud, Marketo, Sonar, Responsys, Mailchimp, Campaign Monitor,
- Github, Command Line, Shell scripting
- VSCode, Coda, SublimeText, Dreamweaver
- Ampscript, RPL/BIF, Amp for Email
- JIRA, Workfront, Basecamp, Trello, Litmus, Email on Acid, WordPress, Shopify, Commonspot, Subdreamer
- Accessibility best practices
- Figma, Sketch, Photoshop, Illustrator, InDesign

## Clients

Amazon, Microsoft, Verizon, Audible, Alaska Airlines, Crate & Barrel, CB2, Vans, Lands End, Chewy, Black & Decker, DEWALT, Deutsche Bank, Deutsche Bank Alex.Brown, Home Depot, Grainger, Fastenal, Ceremony Coffee Roasters, Charm City Cupcakes, Catholic Relief Services, Vaccinogen, Growth5, Make Tribe and more.

## Education

Bachelor of Fine Arts in Journalism, Minor in Art with emphasis in Graphic Design. The University of Mississippi, Graduation in May of 2007.

## About

I'm a creative and passionate individual with an eccentric spirit, driven by a love for people, good design, and problem-solving. My strong work ethic, people skills, and sense of accountability are big points of pride, and I find joy in bringing laughter to others. Beyond the workplace, I immerse myself in the arts, both as a patron and a creator.