

Caleb Moore

Hello

Thanks for taking the time to read this cover letter and review my resume!

I wanted to reach out because this job really feels like a perfect fit for me.

I've spent the last decade cutting my teeth on the front end of the email world, coding emails by hand, getting to know all the quirks, using various ESPs and templating languages. At my most recent job, I was able to zoom out a bit and think about the architecture of the entire template system as a whole, and help strategize and develop it using Handlebars.js. When Amazon's proprietary CMS system lacked an important feature, I found a way around that shortcoming by building a custom script that leveraged my hard-won access to the back end storage systems on AWS.

I found this work to be incredibly rewarding, especially the building tools for people to use part-- making people's day to day lives easier is a great feeling! And problem solving is so addicting!

While, yes, there is one important piece to the puzzle that may appear to be missing, I want to be clear that I am willing and excited to relocate if needed.

Best,



Caleb Moore

Caleb Moore

Los Angeles, CA 90026

Dynamic and curious people-first web developer with a creative edge

Over a decade of professional experience leading the end-to-end development and deployment of email template libraries, ad hoc campaigns, landing pages, banners and custom tooling.

Experience

Audible

Associate Director, Template Production (October 2022 – present)

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 technical alignment and future scalability of code
- Developed custom scripts to maintain templates across global marketplaces, resulting in significant improvements in productivity
- Developed comprehensive documentation and guidelines for the template suite, facilitating consistency and enabling seamless onboarding of new team members
- Experience revising and managing email journeys using proprietary Amazon CMS platform

Global Support, Localization & Language Preference

- 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 global marketplaces
- Developed and maintained a comprehensive database of ~80 transactional emails used across global marketplaces, centralizing knowledge and reducing communication friction
- 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 within a team of 10 people
- Conducted weekly one-on-one meetings to support team members, delegate tasks, and foster collaboration

Rauxa/FKA

Email, Frontend Developer (June 2018 – March 2022)

- Hand-coded and templated B2B and B2C emails for Verizon, ensuring brand adherence
- Developed and integrated HTML email templates into various Email Service Providers, while also leading the technical QA, review, and approval process
- Cultivated strong client relationships, fostering open communication and collaboration
- Managed and executed email development efforts across the entire Alaska Airlines brand, overseeing the creation of 4-6 emails per week, including triggered, promotional, and transactional campaigns
- Developed landing pages, banner ads, and custom JavaScript solutions

Drexler

Email Developer, Designer (Sept 2014 – June 2018)

- Coded ~6,000+ emails for Crate & Barrel, CB2, Lands' End, Chewy, and more
- Owned and improved upon agency practices of email development and design
- Designed for print and digital, including print prep, branding and copywriting

Clients

Alaska Airlines, Audible, Amazon, Microsoft, Verizon, Crate & Barrel, CB2, Vans, Lands End, Chewy, Black & Decker, DEWALT, Deutsche Bank, Home Depot, Grainger, Fastenal, Catholic Relief Services, and more.

Skills

HTML CSS SCSS / Sass Javascript
Vue Node GreenSock Nuxt
Storybook Python SQL Handlebars
JSON APIs Data Providers
Ampscript RPL/BIF Freemarker
Amp for Email Responsys
Salesforce Marketing Cloud Sonar
Mailchimp Campaign Monitor Litmus
Email on Acid
Accessibility best practices
Interactive email JIRA Workfront
Basecamp Trello WordPress
Shopify Github Command Line
Shell scripting VSCode Photoshop

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.

Connect

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