

# Caleb Moore

Los Angeles, CA 90026

## Dynamic and curious marketing technology & CRM operations leader

Over a decade of experience in bridging marketing strategy and technical execution through scalable systems, platform automation, and global lifecycle campaign support.

## Experience

### Razorfish / Worksome

Associate Director, Engineering (June 2024 – Present)

Contractor for Audible: Extension of prior full-time role with expanded scope into platform strategy, migration, and technical leadership

- Led strategy and exploration around migration from Sonar to Braze, from technical standpoint
- Built bespoke internal web apps and automation scripts that significantly improved team efficiency, reducing manual effort across QA, search, and localization processes by over 30%.
- Led global email template architecture, localization, and feature implementation, integrating with proprietary CMS to enable seamless campaign execution across 6+ international markets.
- Led collaboration between marketing, engineering, and product and localization teams to ensure platform compatibility and campaign reliability across complex customer journeys, focusing on triggered transactional workflows.

### Audible

Associate Director, Template Production (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 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

## Clients

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

## Skills

#### Languages

HTML CSS SCSS / Sass Javascript  
Vue Node GreenSock Nuxt  
Storybook Python SQL Handlebars  
JSON APIs Data Providers  
Ampscript RPL/BIF Freemarker  
Amp for Email

#### Platforms

Braze Responsys  
Salesforce Marketing Cloud Sonar  
Mailchimp Campaign Monitor Litmus  
Email on Acid JIRA Workfront  
Basecamp Trello WordPress Shopify

#### Dev Tools

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.

continued on next page...

#### 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 / Formerly Known As

Email, Frontend Developer (June 2018 – October 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

## 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

✉ moore.caleb@gmail.com

☎ 662-801-0172

🌐 [linkedin.com/in/calebmoore](https://www.linkedin.com/in/calebmoore)