

# Caleb Moore

## Hello

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

From the job description I found (via Kadri Goins on the Emailgeeks slack workspace), this role is a perfect match for my skillset—and to boot, I actually have coded Chewy emails before! This was from my time at Drexler in Baltimore (most likely we were being contracted by Phenomenon to help with development).

Since then, as you'll see, I've become a subject matter expert for everything email development, and I love to learn new tools and languages!

I'm a big fan of the brand and have at times been a very happy customer, not to mention the fact that I am borderline animal obsessed. I have a cat, and recently worked as a dog walker while I was in between tech jobs.

While I'm aware the job is based out of either Washington, Florida or Massachusetts, I want to say that I am open to relocating for the right role!

Best,



Caleb Moore

PS- Here is a picture of my beloved goof, name of Bibbus:



# Caleb Moore

Los Angeles, CA 90026

## Dynamic, customer-obsessed email technologist with a creative edge

Professional and laser-focused html email expert with experience leading the end-to-end development and deployment of email template libraries and custom-coded campaigns. History of success creating custom scripts to automate and improve workflow, and developing comprehensive documentation and guidelines.

## Experience

### Audible / Razorfish

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 and Localization

- 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

\*Note: I worked for Audible directly, full time from October 2022 until January 2024. I was then laid off along with 5% of the staff. Starting in July, I returned as a contractor via Razorfish agency, picking up where I left off with the same role, team and responsibilities.

### 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

## 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

HTML5 CSS3 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 A/B Testing Deliverability  
Github Command Line Shell scripting  
VSCode Dreamweaver 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 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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