Caleb Moore

Los Angeles, CA 90026

Dynamic, customer-obsessed email developer 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, custom coded campaigns, and interactive email. History of success creating custom scripts to improve workflow, and developing comprehensive documentation and guidelines.

Experience

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

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

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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