

# 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 – 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

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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