

# Caleb Wiseman Taylor Moore

Dynamic and curious people-first frontend dev with a creative edge

## Experience

### Associate Director, Template Development

*Audible (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 all 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

#### Global Support, Localization & Language Preference

- Established bi-weekly Office Hours for global support and collaboration in the APAC region, fostering cross-regional communication and problem-solving
- 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 all marketplaces
- Developed and maintained a comprehensive database of ~80 transactional emails used across various marketplaces
- 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

### Frontend Developer

*Rauxa/FKA (June 2018 – March 2022)*

- 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
- Hand-coded and templated B2B and B2C emails for Verizon, ensuring brand adherence

### Email Developer, Designer

*Drexler (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

### Graphic Designer

*Various (Oct 2007 – June 2014)*

- Please reach out and I will be happy to provide details of my previous work experience

## Clients

Audible, Amazon, Microsoft, Verizon, Alaska Airlines, Crate & Barrel, CB2, Vans, Lands End, Chewy, Black & Decker, DEWALT, Deutsche Bank, Deutsche Bank Alex.Brown, Home Depot, Grainger, Fastenal, Ceremony Coffee Roasters, Charm City Cupcakes, Catholic Relief Services, Vaccinogen, Growth5, Make Tribe and more.

## Skills

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

## 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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