Caleb Wiseman Taylor Moore

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EXPERIENCE

Email and Frontend Developer
Rauxa (June 2018 – present)

- Owned email development for Alaska Airlines
- Developed triggered, promotional, and transactional campaigns
- Implemented email accessability best practices
- Developed landing pages and banner ads
- Practiced lazer-focused project management and communication
- Created custom javascript solutions to streamline workflow

Email Developer, Designer
Drexler (Sept 2014 – June 2018)

- Coded 6,000+ emails for Crate & Barrel, CB2, Lands' End, Chewy, and more
- Averaged 5 emails a day, with design and code revisions, on tight deadlines
- Owned and improved upon agency practices of email development, design and deliverability
- Designed for print and digital, including print prep, branding and copywriting

Graphic Designer
DesignByFive (Sept 2013 – June 2014)

- Designed exclusively for Deutsche Asset Wealth Management and Deutsche Bank
- Retouched photos, designed ads, posters, Flash banners, brochures and booklets
- Owned print production and assembly of various materials

Graphic Design Specialist
Stanley Black & Decker (Aug 2011 – Sept 2013)

- Designed sales flyers, posters, product packaging, store displays, logos
- Implemented project management and quality control across multiple brands

Freelance Graphic Designer
Various Clients (Jan 2009 – Aug 2011)

- Designed and art directed
    - Logos, tote bags, ads and tri-fold brochures
- Designed and strategized for social media posts

Junior Graphic Designer
DesignByFive (Oct 2007– Jan 2009)

- Executed design and layout for both print and digital media
- Implemented rigorous quality control over financial documents

SKILLS

HTML, CSS/Sass, Javascript
    Vue, Node, GreenSock, Nuxt, Storybook
Github and Command Line (iTerm)
VSCode, Coda, SublimeText, Dreamweaver
Responsys, Salesforce Marketing Cloud, Mailchimp, Campaign Monitor
Ampscript, RPL/BIF, Amp for Email
JIRA, Workfront, Basecamp, Trello
Litmus, Email on Acid
Email development and accessability best practices
WordPress, Shopify, Commonspot, Subdreamer
Photoshop, InDesign, Illustrator, Sketch

CLIENTS

Amazon, Microsoft, Verizon, Alaska Airlines, Audible, 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.

EDUCATION

Bachelor of Fine Arts in Journalism, Minor in Art with emphasis in Graphic Design. The University of Mississippi, Graduation in May of 2007.

WORK

Adobe Banner
2020 Alaska Airlines Year in Review
    Year in Review Quiz Page
Alaska Airlines Fare Alert
Clickthrough Name, Missing Role, and Empty Alt Tag Finder