Caleb Wiseman Taylor Moore

Experience

Associate Director, Template Development
Audible (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 seamless 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
- Conducted weekly one-on-one meetings to support team members, delegate tasks, and foster collaboration

Email and Frontend Developer
Rauxa/FKA (June 2018 – March 2022)

- Developed and integrated HTML email templates into Sonar using Handlebars and JSON for Audible, 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 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 this older 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/Sass   Javascript   Vue   Node
GreenSock   Nuxt   Storybook   Handlebars
JSON   API / 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   Commonspot   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

✉ moore.caleb@gmail.com
📞 662-801-0172
🔗 linkedin.com/in/calebmoore