

# Sarah Basinger

github.com/sarahbasinger | sarahbasinger.com

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Web Developer with over 7 years of professional Email Marketing experience. Creative thinker with technical skills.

- Excellent communication, organization, time management, problem solving, and interpersonal skills.
- Highly proficient in streamlining documentation and procedures to increase efficiency and promote cross-team collaboration.
- Naturally inquisitive, eager to learn new technologies, excellent sense of design and user experience.

## Technology

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HTML, CSS, Sass, JavaScript, jQuery, Bootstrap, React, Redux, Express, MySQL, Node.js, Python, Git, GitHub, AWS  
ExactTarget, Salesforce Marketing Cloud, Evergage, Yesmail, email reporting and analytics  
Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator), Microsoft Office, SharePoint, JIRA, QuickBase, Basecamp

## Experience

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**Full-stack Web Development Student** | November 2016 to March 2017

**DigitalCrafts** - Atlanta, GA

- DigitalCrafts' 16 Week Immersive Bootcamp covers full-stack web development by teaching basic and advanced front-end web development, JavaScript and the MERN stack, as well as Python and MySQL.
- Sample projects: [www.sarahbasinger.com/#/portfolio](http://www.sarahbasinger.com/#/portfolio)

**Contract Email Marketing Developer** | August 2015 to Present

**Self Employed** - Boulder, CO and Atlanta, GA

- Independent contractor providing email, web, and general marketing support.
- Sample client WordPress project: [www.airhardwoods.com](http://www.airhardwoods.com)

**Team Lead, Production** | October 2015 to May 2016

**Yesmail** - Louisville, CO

- Email management: manage resources and timelines, perform extensive QA, communicate with client, modify code, manage lists, setup multivariate tests, schedule deployments, analyze performance results, and extensive documentation.
- Team Lead responsibilities: provide support for and advocate for team of Email Managers, support Production Manager with new client launches and special projects.

**Manager, Marketing Channel Solutions** | October 2008 to July 2015

**Cartera Commerce** - Atlanta, GA home office (remote); headquarters in Boston, MA

- Email management: cross-team collaboration, advising on best practices, building and editing email, QA, rendering bug fixes, data and list work with back-end team, dynamic personalization and targeting, CAN-SPAM management, scheduling deployments, transactional / service email lead, and analytics.
- Special project management: launching new clients, implementing new features, code clean up, developing new automations and drip campaigns, and integrating segmentation.

**Marketing Assistant** | December 2006 to October 2008

**Morris Visitor Publications** - Atlanta, GA

- Multiple responsibilities for two fast-paced divisions, including graphic, marketing, sales, and administrative support.

**Marketing Assistant** | June 2004 to December 2006

**IBC Worldwide** - Alpharetta, GA

- Provided administrative, production, creative, and marketing support for VP, Marketing and Marketing Promotions Team.

## Education

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**Full-stack Web Development Program**

November 2016 - March 2017

**DigitalCrafts** - Atlanta, GA

**Associate of Arts in Business Studies**

August 2006 - June 2008

**Chattahoochee Technical College** - Marietta, GA