

# Sarah Basinger

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

- Excellent communication, 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.

## Technology

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HTML, CSS, JavaScript, jQuery, Bootstrap, SQL, Git, GitHub, AWS, Linux

ExactTarget, Salesforce Marketing Cloud, Evergage, Yesmail, email reporting and analytics

Adobe Creative Suite: Dreamweaver, Photoshop, Illustrator, InDesign; Microsoft Office; SharePoint, JIRA, QuickBase

## Experience

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**Full Stack Web Development Student** | November 2016 to Present

**DigitalCrafts** - Atlanta, GA

DigitalCrafts' 16 Week Immersive Bootcamp covers full stack web development by teaching basic and advanced front-end web development (including React), JavaScript and the MEAN stack, as well as Python and MySQL.

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

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

Independent contractor providing email marketing support.

**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 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: gather assets and requisites; advise on best practices; build responsive emails; perform extensive QA, including correcting rendering issues across multiple ESPs; perform data and list work; work with back end team to manage and improve data flow; code dynamic content for personalization and targeting; verify opt-out process complies with CAN-SPAM; schedule deployments; manage transactional / service emails; manage special projects (launch new clients, implement new features, code clean up, develop new automations and drip campaigns, integrate 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

**Associates of Arts in Business Studies**

August 2006 - June 2008

**Chattahoochee Technical College** - Marietta, GA