Sarah Basinger

linkedin.com/in/sarahreynoldsbasinger
sarrey@gmail.com (404) 402-7353

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

HTML, CSS, JavaScript, jQuery, Bootstrap, React, 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

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

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