

Junior Web Developer with extensive Email Marketing experience. Creative thinker with technical skills.

- Solid email marketing experience, including: planning, strategy, best practices, coding, execution, automation, data management, targeting, segmentation, testing, analysis, documentation, and project management.
- 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, SQL, Git, GitHub

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

Responsible for managing email marketing efforts for large clients and leading a team of six Email Managers.

- Email management: Book resources, manage timelines, perform extensive QA including responsive rendering, communicate with client, modify code, manage and import lists, setup complex 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

Responsible for email marketing planning, technical development, execution, and special projects for high-profile clients.

- Email management: gather assets and requisites from multiple stakeholders; advise on best practices; build responsive emails; deploy test proofs; 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 and automations.
- Transactional / service email lead: manage and enhance transactional and service type emails (e.g. welcome, confirmation, and account summary), including code clean up.
- Manage special projects: implement new features, launch new clients, integrate segmentation, develop new automations, drip campaigns, and efficiencies.

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 and creative marketing support for VP, Marketing and Marketing Promotions Team.

Education

Full Stack Web Development Program

DigitalCrafts - Atlanta, GA

November 2016 - March 2017

Associates of Arts in Business Studies

Chattahoochee Technical College - Marietta, GA

August 2006 - June 2008

President's List, Technical Honors Society, HOPE Scholarship recipient, Microsoft Office Certified