

# SCOTT A. BERGMAN

6420 E Calle Cavillo • Tucson, AZ 85750 • 201-790-5081

[scott.bergman98@gmail.com](mailto:scott.bergman98@gmail.com) [LinkedIn](#) [GitHub](#) [Portfolio](#)

---

## EXPERIENCE

**ADP** – Florham Park, NJ

**June 2017 – Present**

**Database Marketing Analyst (Contract)**

- Responsible for overseeing the execution of new features and functionality on *ADP.com* by working with senior management and IT project managers
- Work with VP of Product management to create landing pages for third party digital advertising
- Monitored program automation and performed email campaign set-up, scheduling, testing, tagging and deployment

**American Lawyer Media** – New York, NY

**December 2016 – January 2017**

**Email Marketing Coordinator (Contract)**

- Collaborated with marketing manager to code HTML campaigns within ExactTarget and assisted with the creation of new templates using newly created branding
- Updated web content and created new landing pages for *legalweek.com*
- Created and maintained excel metric log based on daily performances of email campaigns

**WebMD** – New York, NY

**June 2016 – October 2016**

**Digital Production Coordinator (Contract)**

- Created and QAed HTML newsletters based on either existing templates or coded new emails within Salesforce
- Work closely with internal departments (Database Services, Editors, Business Intelligence, Creative and IT groups) and external vendor in the creation and implementation of email campaigns

**SourceMedia** – New York, NY

**November 2015 – January 2016**

**Events and Conferences Email Marketing Coordinator (Contract)**

- Worked with Marketing Managers to create and deploy custom e-mails for internal clients
- Researched and strategized email marketing best practices; including: database segmentation, online forms, email subject lines, and industry changes such as CAN-SPAM and CASL
- Coordinated and maintained target prospect/marketing lists including pulling click through and download reports
- Created, updated and managed content for 18 publication websites, including uploading speaker bios, session agendas, sponsors information & images created in Photoshop

**The Financial Times** – New York, NY

**July 2015 – October 2015**

**Marketing Coordinator (Contract)**

- Executed all aspects of high volume B2C acquisition email marketing efforts for ExecSense and its 6 affiliated websites including: assembly of emails, creation of landing pages, QA testing, and scheduling
- Planned, conducted, and measured A/B testing on emails and landing pages such as pricing, dynamic content, subject lines, and day of week/time of day campaign analysis
- Used Google Analytics and Silverpop metrics to build weekly performance report

**The New York Times** – New York, NY

**June 2015 – July 2015**

**E-Mail Production Coordinator (Contract)**

- Manage end-to-end production, including planning, coding, targeting, testing and release of email campaigns

**Jobson Healthcare Information / Alert Marketing** – New York, NY  
**E-Services Production Coordinator**

**July 2014 – January 2015**

- Translated print based media layouts into html email campaigns from PDF files and prepared analytic reports
- Set up campaigns for automated deployment, created lists and maintained marketing operation calendar

**Value Line Publishing Inc** - New York, NY  
**E-Mail Campaign Coordinator (Contract)**

**May 2013 – October 2013**

- Developed daily and weekly e-newsletters, e-marketing notifications and content managed *valueline.com*
- Formatted & analyze reports to provide data insights about customer behavior for executive personnel
- Created and updated banners and CTA buttons in Photoshop
- Used A/B testing to determine campaign success and leverage results.

**YESMAIL Interactive/Infogroup** – Pearl River, NY  
**E-Mail Production Manager, Client Services**

**December 2008- December 2012**

- Developed custom e-marketing campaigns for brand marketing and to increase web traffic to social media sites
- Trouble shot HTML for SPAM trips, message errors, and tested code for functionality across multiple browsers
- Functioned as Account Manager for high volume client with 30 plus e-campaigns a month
- Supervised two full time production coordinators and trained entry level personal on YESMAIL platform

## **EDUCATION**

**Bergen Community College** -Paramus, NJ  
Certified Web Designer

**February 2010**

**Ramapo College of New Jersey** - Mahwah, NJ  
Bachelor Degree in American Studies

**May 2003**

## **SKILLS**

Salesforce, Eloqua, ExactTarget, Yesmail, Marketo, Constant Contact, MailChimp, Silverpop, SailThru, Photoshop, InDesign, Dreamweaver, HTML, CSS, iProduction, WordPress, Google Analytics, Email on Acid, Litmus, SQL, Responsive Design, Excel, JavaScript and Bootstrap.