

Shawn Rose -

Email Developer | Front End Web Developer | Web Content Management | Navy Veteran

Oklahoma City, OK

boomer89er@gmail.com

214.732.0368

TECHNICAL SKILLS

- Proficient in hand coding HTML and CSS for mobile optimized responsive design HTML email and websites
- Mac and PC
- Dreamweaver, Sublime and related HTML editors
- Exact Target, Salesforce Marketing Cloud and Marketo
- Litmus, Email on Acid
- Adobe Photoshop, Adobe Creative Suite
- Google Analytics
- Current understanding of Email Marketing best practices
- Knowledge of JQuery plugins and AMPScript

EXPERIENCE

Schnucks Markets, Inc. – St. Louis, MO remote from Oklahoma City, OK

01/2022-present

Email Developer/Contract

- Develop weekly ad with versioning for regional stores
- Prep images for email from Photoshop mock-ups
- Utilize QA software Litmus
- Test HTML email among supported email clients, browsers and devices then resolving any rendering issues
- Set audience lists, suppression lists and utm parameters
- Schedule and launch emails through Salesforce Marketing Cloud (Exact Target)

Sonesta Hotels – Boston, MA remote from Oklahoma City, OK

10/2021-11/2022

Email Developer/Contract

- Develop responsive emails and templates for rewards programs inside Salesforce Marketing Cloud
- Develop content blocks for use across template platform
- Utilize AMPScript in Salesforce Marketing cloud for custom emails targeting
- Utilize QA software Litmus
- Test HTML email among supported email clients, browsers and devices then resolving any rendering issues
- Developed pixel perfect custom builds from mockups provided by graphic designers.

The Lacek Group – Minneapolis, MN remote from Oklahoma City, OK

6/2021-8/2021

Senior Email Developer/Contract

- Develop mobile optimized, responsive HTML email from mock-ups for Marriott account using HTML/CSS
- Test HTML email among supported email clients and browsers
- Utilize QA software Email on Acid
- QA, troubleshoot and fix any issues to ensure consistent rendering across all email clients and mobile devices

OneSource Virtual – Dallas, TX

09/2015-02/2021

Marketing Web Developer

- Lead Web Developer for in-house marketing agency
- Manage and maintain corporate website
- Email campaign production and management via HTML/CSS development, render testing and deployment utilizing Salesforce Pardot & Marketo
- Build and maintain email templates
- Build landing page templates utilizing HTML, CSS

EDUCATION

University of Central Oklahoma, - Edmond, Ok
B.A. Mass Communication, concentration in Advertising

Weatherford College - Weatherford TX,
Associates, Web Development

The Art Institute of Dallas, - Dallas TX,
Associates, Graphic Design

References available upon request