

Steven Duval

Senior Front-End Developer

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PROFESSIONAL EXPERIENCE

Persado, Remote, 02/2022 - Present

Senior Front-End Developer (02/2022 – Present)

- Automated several processes by developing python scripts (file management, browser automation, pdf generation), updated existing Photoshop script to address compatibility issues for Mac users, created plugins for use within Sketch (export automation and artboard creation automation) and created a web based application using JavaScript for the QA team to easily convert eml files to html.
- Introduced several process improvements to the team (ex. kanban board style work assignments, functional coding practices).
- Build campaigns for use in multiple online channels (Email and Web) using JavaScript, HTML, CSS, Sketch and Photoshop. This includes scoping of projects to call out design and delivery issues.
- Check rendering across multiple devices to ensure design consistency and adherence to brand guidelines.
- Follow rigorous quality assurance processes to ensure flawless delivery and on time execution.

DMD, an IQVIA Business, Rosemont, IL, 06/2015–02/2022

Senior Email Deployment Specialist (01/2019 – 02/2022)

Email Deployment Specialist (06/2015 – 01/2019)

- Responsible for managing and deploying email campaigns using Oracle Responsys or Acoustic (formerly Silverpop).
- Lead in the building and managing of automated triggered email programs using Oracle Responsys. This includes coming up with custom solutions to meet client needs.
- Utilize HTML, CSS and platform specific functions to create custom dynamic campaigns.
- Improved processes by developing ways to utilize platform functionality.
- Lead the training of team members (both locally and overseas).
- Manage support of both platforms, which includes submitting tickets as well as finding solutions to problems.
- Manage the checking of platform data to ensure that internal reporting is consistent.
- Maintain/strategize deliverability across multiple IP's and platforms.
- Lead the implementation of STO within Oracle Responsys.

SKILLS

HTML / CSS / JavaScript

React / SQL

Photoshop / Sketch

Microsoft Excel / Microsoft Word

Employee Training & Development

Leadership Qualities

Problem Solving / Critical Thinking

EDUCATION

IBM Watson Campaign Automation
Fundamentals & Integrations Badges

12-Week Introduction to Web
Development Course, Codecademy

CS50x Introduction to Computer
Science, HarvardX via edX

High School Diploma, graduated with
honors, Fort Pierce Central High
School Fort Pierce, Florida

Sears Holdings Corporation, Chicago, IL, 01/2015–06/2015

Email Campaign Specialist

- Responsible for managing and deploying email campaigns by using Oracle Responsys.
- Launched campaigns utilizing STO and program within Responsys.
- Utilized HTML, CSS, SQL and built-in functions to create/edit email campaigns.
- Assisted in the training of new team members.
- Managed and deployed campaigns for Sears, Kmart, Sears Outlet Stores, Sears Hometown Stores, Craftsman, Kenmore, and Shop Your Way.

Sears Holdings Corporation, Chicago, IL, 07/2014–01/2015

Email Quality Assurance Analyst

- Communicated with the appropriate teams to provide feedback.
- Ensuring that email rendering was consistent across multiple email clients by utilizing Litmus.
- Ensuring content and links within the campaign match the campaign that was being sent.

HIGHLIGHTS

Self-motivated, goal driven, organized and efficient.

Ability to learn and adapt to changes quickly.

Received several awards while working for DMD for dedication and my ability to provide solutions for our clients.