# Steven Duval

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**Front-End Developer | Marketing Technology Engineer**

## PROFESSIONAL SUMMARY

Front-End Developer with 8+ years of experience designing and implementing automated, data-driven marketing and web solutions. Skilled in HTML, CSS,  JavaScript, React, Python, Oracle Responsys, and Salesforce Marketing Cloud (SFMC). Proven success streamlining development workflows, building reusable UI libraries, and improving processes across distributed teams.

## EXPERIENCE

### ADP, Remote
**Front-End Development Manager (03/2023 – Present)**

- Developed and executed marketing campaigns using Salesforce Marketing Cloud (SFMC), leveraging Personalization and Journey Builder.
- Redesigned and optimized email templates to ensure consistent rendering and responsiveness across clients.
- Developed a full-stack component library to standardize UI components and accelerate development.
- Diagnosed and resolved repository configuration issues that prevented successful build executions.
- Collaborated with cross-functional teams to evaluate project requirements, provide technical guidance, and drive effective, scalable solutions.
- Trained and mentored new and existing team members on best practices, workflows, and project-specific technologies.

### Persado, Remote
**Front-End Developer (02/2022 – 01/2023)**

- Automated and optimized production workflows by developing Python scripts, updating Photoshop scripts, creating Sketch plugins, and building JavaScript-based web applications for the QA team.
- Introduced process improvements that reduced manual work and eliminated redundant code.
- Developed and maintained cross-channel campaigns using JavaScript, HTML, CSS, Sketch, and Photoshop, including technical scoping and design validation.
- Applied rigorous QA practices to ensure pixel-perfect design execution and alignment with brand and delivery standards.

## SKILLS

HTML / CSS / JavaScript

React / SQL

Photoshop / Sketch

Microsoft Excel / Microsoft Word

Employee Training & Development

Leadership Qualities

Problem Solving / Critical Thinking

## EDUCATION & TRAINING

Full Stack JavaScript Techdegree, Treehouse

Front End Web Development Techdegree, Treehouse

CS50x Introduction to Computer Science, HarvardX via edX

12-Week Introduction to Web Development Course, Codecademy

IBM Watson Campaign Automation Fundamentals & Integrations Badges

## PERSONAL PROJECTS

**Portfolio** - utilizing React, React Router,  MUI

*url: stevenmduval.com*

**DMD, an IQVIA Business, Rosemont, IL**
Senior Email Deployment Specialist (01/2019 – 02/2022)
Email Deployment Specialist (06/2015 – 01/2019)

- Developed custom integrations and automation solutions within Oracle Responsys to meet complex client needs.
- Led the implementation of automated, triggered email programs, optimizing customer journeys and reducing manual setup time.
- Trained and mentored team members (onshore and offshore) on best practices, coding standards, and platform functionality.
- Ensured data integrity across systems by validating internal reporting and deliverability metrics across multiple IPs and platforms.

**Sears Holdings Corporation, Chicago, IL**
Email Campaign Specialist (01/2015 – 06/2015)

- Developed and deployed large-scale email campaigns using Oracle Responsys, leveraging HTML, CSS, and SQL to customize dynamic content.
- Optimized send times through STO and programmatic campaign logic.
- Managed campaigns for brands including Sears, Kmart, Craftsman, Kenmore, and Shop Your Way.
- Assisted in onboarding and training of new team members.

Email Quality Assurance Analyst  (07/2014 – 01/2015)

- Validated campaign integrity through QA processes, ensuring accurate content, links, and rendering via Litmus.
- Collaborated with development and marketing teams to troubleshoot and resolve pre-deployment issues.