Ashley Chavis

EMAIL DEVELOPER/WEB DESIGNER

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EXPERIENCE

Sr. Email Operations Specialist (Contract)

🏢 ConnectiveRx   📅 April 2023 - Current

- Build email workflows from initial HTML coding and campaign creation in Adobe Campaign to final launch for optimal deliverability & opens.
- Support maintaining the integrity and maintenance of the healthcare provider (HCP) contact database used to drive all Messaging offerings.
- Query and provide HCP outreach counts to internal and external customers in support of RFPs or to help determine project scope.

Senior Email Developer

🏢 InnoceanUSA   📅 June 2022 - Current

- Develop fully responsive CSS/HTML emails, workflows and templates, (including automated and triggered flows, as well as personalized and dynamic content) for optimal deliverability & opens..
- Perform quality assurance and troubleshoot code rendering across Outlook desktops and mobile environments using testing with Email on Acid.
- Managing multiple client facing, deadline-oriented projects concurrently in a fast-paced environment.
- Execute email setup and deployment via CMS platform (Selligent).

Frontend Developer/UX-UI Designer

🏢 Wellnecity (Start-up)   📅 October 2021 – July 2022

- Created front-end code with reuasable React components using HTML, CSS and Javascript.
- Conducted user interviews, surveys, competitive analysis, and market research.
- Effectively managed multiple projects.
- Produced personas, user flows, journey maps, sketches, wireframes, and prototypes.
- Working directly with the CEO to produce prototypes, as well as back-end developers to implement the designs.
- Worked individually and collaboratively on projects centered around user research, interactive design and rapid prototyping.

Email Developer/Web Designer

🏢 Strike & Flame   📅 Feb 2019 – Jan 2022

- Modified and updated existing Shopify web store designs.
- Coordinate various web pages with appropriate links and multimedia elements to create cohesive designs.
- Developed HTML emails using HTML and CSS for marketing.
- Set up journey automation, list management, QC, optimization and performance monitoring of email campaigns using Privy.

SKILLS

Tools

Adobe Dreamweaver, Visual Studio, Figma, Adobe XD, Adobe Photoshop & Illustrator, Adobe Campaign Classic, Editor X, Webflow, Shopify, Email on Acid, Litmus, Privy, Slack, Putsmail, MailChimp, Mailtrap, Notion, Jira, Confluence, Selligent, Salesforce Marketing Cloud.

Frontend /Backend

CSS3 & SASS, HTML, Javascript, jQuery, React, Node.js, MongoDB, Material UI, Bootstrap, Visual design, Responsive design, Graphic design, Github, SQL, RESTful APIs.

UX Design

Data analysis, User Research, User testing, Teamwork, Wireframing, Prototyping.

EDUCATION

Full Stack Web Development

🏢 Empower Program   📅 2021-2021

Web & Mobile App Development Bootcamp

🏢 Nucamp Coding Bootcamp   📅 2020 - 2021

Frontend Development Tech Degree

🏢 Team Treehouse   📅 2019 - 2020