


Ashley Chavis


SENIOR EMAIL DEVELOPER + WEB DESIGNER

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EXPERIENCE


Sr. Email Operations Specialist


 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 clients to help determine project scope.
- Set up journey automation, list management, QC, optimization and performance monitoring of email campaigns in Adobe Campaign.


Salesforce Email Developer


 InnoceanUSA

 June 2022 - Current

- Responsible for the day-to-day coding and development of media queried, mobile-specific email campaigns for Hyundai & Genesis Motors Enterprises.
- Design, develop, and implement responsive HTML emails and templates within Salesforce Marketing Cloud (SFMC), using AMPscript, HTML/CSS, and dynamic content blocks.
- Troubleshoot rendering issues, data mismatches, or technical problems in campaign execution.
- Collaborate with marketing team and Email designers to translate campaign requirements into personalized email solutions.

Frontend Developer/UX Designer

 Wellnecity (Start-up)

 October 2021 – July 2022

- Created front-end code with reusable 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.

SKILLS

Tools

Salesforce Marketing Cloud, Adobe Campaign Classic, Adobe Dreamweaver, Cursor AI, Figma, Adobe Photoshop & Illustrator, Shopify, Email on Acid, Litmus, Privy, Slack, MailChimp, Notion, Jira, Confluence, Selligent, Github.

Frontend /Backend

HTML/CSS, Javascript, AMPscript, jQuery, Reactjs, Node.js, MongoDB, Material UI, Bootstrap, Visual design, Responsive design, Graphic design, SQL, RESTful APIs.

UX Design

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

EDUCATION

Full Stack Web Development Certificate

 Empower Program

 2021-2021

Web & Mobile App Development Certificate

 Nucamp Coding Bootcamp

 2020 - 2021

Frontend Development Tech Degree

 Team Treehouse

 2019 - 2020