

» Education

Hofstra University, Hempstead, NY

B.A. Dual-Major in Economics and Philosophy, Minor in Philosophy of Law, 2014

Certificates, freeCodeCamp

Responsive Web Design, JavaScript Algorithms and Data Structures, Front End Libraries

Certificates, Lynda.com

UX Foundations: Accessibility, Web Programming, HTML Essential Training, CSS Essential Training 1, CSS Essential Training 2, JavaScript Essential Training, Email Marketing Basics, Optimizing Marketing Emails, User Experience for Web Designers.

» Skills

- Programming & Scripting languages: HTML, CSS, JavaScript, Sass, AMPscript
- Front-End Frameworks & Libraries: jQuery, Bootstrap, React, Redux
- Email Marketing Softwares: Oracle Responsys, Bronto, Salesforce ExactTarget, Constant Contact, JangoMail, and MailChimp
- Push Marketing, CRM
- Languages: English, Russian
- Other: Google Analytics, Google Adwords, Google Adsense, Microsoft Office, Adobe Photoshop

» Experience

Datalot, New York, NY

Email Marketing Manager, July 2021-Present

- Restructure email marketing operations for optimal deliverability
- Set up email program for long-term success by improving opt-in process
- Work with multiple ESPs including SendGrid, ConstantContact, MailChimp, and Jangomail

WebMD, New York, NY

Senior Email Developer, September 2018-July 2021

- Create dynamic email campaigns and deploy them to millions of recipients through Salesforce ExactTarget
- Manage the end to end email QA process
- Compile email campaign reports and offer insight on marketing strategy
- Lead weekly Javascript learning sessions
- Execute push marketing campaigns

AHALife, New York, NY

Email Developer & Marketing Analyst, October 2016-September 2018

- Improved email deliverability and open rates.
- Quality Assurance tested all emails for functionality and optimal display across all major email clients, operating devices, and internet browsers.
- Coordinated with Graphic Designers and Copywriters to finalize email content.
- Implemented new template elements through HTML & CSS coding.
- Used Photoshop for basic functions (slicing, reducing file size, changing text, making minor adjustments).
- Set up integral workflows.
- Coded landing and editorial web pages
- Evaluated SMS as a viable marketing strategy