Tseren Zurganov

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» 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, AMPscript
- Front-End Frameworks & Libraries: jQuery, Bootstrap
- Email Marketing Softwares: Salesforce ExactTarget, Oracle Responsys, Bronto, Constant Contact, JangoMail, and MailChimp
- Push Marketing, CRM
- Languages: English, Russian
- Other: Google Analytics, Google Adwords, Google Adsense, Microsoft Office, Adobe Photoshop

» Experience

E*TRADE from Morgan Stanley, Jersey City, NJ
Email Developer (Assistant Vice President/Email Developer), December 2021-Present

- Execute against protocol which defines and sequences the activities needed to successfully deploy an email communication
- Develop automated email campaigns and customer journeys to optimize new and existing Marketing programs
- Work with the Customer Engagement and Marketing Logistic teams to coordinate campaign assets, data delivery, and launch requirements
- Establish a communication cadence to update stakeholders, including appropriate staff in the organization, on the status of projects and email deployments
- Segment audience data based on customer preferences and additional criteria
- Leverage approved creative content to create HTML emails using HTML and inline CSS
- Utilize tools and scripting language to update emails and apply personalization
- Ensure that deliverables are on time and at the required level of quality
- Provide support as needed for high level campaign performance reporting and general inquiries

Freelance, New York City Area
Frontend Developer, December 2017-Present

- I use HTML, CSS, JavaScript, jQuery, and Bootstrap to build mobile-friendly and fully-responsive web pages.
- Extensive coursework in Responsive Web Design, Front End Development, and JavaScript Algorithms and Data Structures.
- Free services for accredited charities and other non-profit organizations. Eager to volunteer my skills for a good cause.

Datalot, New York, NY
Email Marketing Manager, July 2021-October 2021

- 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
- Assisted with the daily management and optimization of the Google Adwords and Bing Ads company accounts.
- SEM daily responsibilities consisted of: adding negative keywords, applying bidding algorithms, researching the price competitiveness of AHAlife merchandise, and reporting on performance.
- Played an important role in delivering some of the best revenue performance months in the company's history for Search Engine Marketing.

Adorama, New York, NY
Email Marketing Specialist, May 2016 - Jul 2016

- Deploying weekly emails to more than 2 million recipients.
- HTML/CSS coding and Quality Assurance testing for email templates and campaigns.
- Communicating with buyers to receive product information and updates relevant to email campaigns.
- Coordinating with Graphic Designers for visual content in our emails.
- Using Photoshop for basic functions (slicing, reducing file size, changing text, making minor adjustments).
- Part of a team that consistently increased recipient opens, click-through, and conversions.
- Participating in weekly meetings to discuss marketing strategy.

TheChisel, New York, NY
Junior Analyst, Oct 2015-May 2016

- Reviewed Public Policy Proposals.
- Administered the company's CRM software (Insightly).
- Engaged in mass-email marketing campaigns using Constant Contact, JangoMail, and MailChimp
- platforms.
- Designed and built email templates from scratch.
- Handled general administrative tasks.