

SKILLS:

- HTML and CSS
- Adobe Photoshop and Dreamweaver
- RedDot, SiteCore, and RedCap
- ExactTarget/Salesforce Marketing Cloud, Responsys, SendGrid, Bronto, eTrigue, Pardot, Iterable, and MailChimp
- Shopify
- Email on Acid and Litmus
- Salesforce Datorama, Google LookerStudio
- AMPScript, Liquid
- Salesforce.com CRM
- Twilio
- Marketing Automation
- Email coding & development

EXPERIENCE:

Rapsodo, LLC.

02/23-Present

- Create welcome journeys for each hardware product
- Develop retention journeys for annual memberships
- Utilize Send Time Optimization in Iterable for optimal open rates
- Form generation, form handlers and auto-responder emails for whitepapers
- Use Liquid to create personalized and dynamic emails
- Construct a zap to connect data from Optimonk to Iterable/Pardot using APIs
- Build and update monthly reports using Google LookerStudio
- Revamp email and templates designs making them WGAC and AAA compliant
- Run automations to insert prospects into different journeys based on needs
- Create automations for shoppers

Nemours Children's Health, Jacksonville, FL

11/20-02/23

Email Marketing Specialist/Marketing Automation & Engagement Specialist

- Deploy emails using journeys in Salesforce Marketing Cloud
- Test subject lines and content using A/B testing and engagement KPIs
- Utilize Einstein Optimization for optimum send time
- Craft cloud pages that pull content dynamically from email
- Use AMPScript to create personalized and dynamic emails
- Upload list segments into Data Extensions
- Create weekly reports for all email campaigns
- Analyze reports via Datorama to improve KPIs in future emails
- Collaborate with design and copy-writing teams for email assets
- Run automation scripts to input patients into an automated journey
- Develop templates for re-brand
- Keep up to date with new technologies such as AMP for Email

Alertus Technologies, Beltsville, MD

05/20-11/20

Email Marketing Specialist

Sontiq, Nottingham, MD

01/19-05/20

Product Communications Lead

- Send newsletters, alerts, and registration emails via Responsys
- Craft breach alerts in a short turn-around time
- Oversee the re-haul of email development
- Report metrics using analytics from Qlik, Responsys, and Twilio
- Migrate all remaining email templates from Responsys to SendGrid

- Research proper tools for email development and sending
- Document all running programs and email campaigns
- Determine KVPs to dynamically pull in user specific content
- Write SMS alerts for user notifications

Peak-Ryzex, Columbia, MD

03/17-01/19

Digital Marketing Specialist

- Blast emails using eTrigue
- Maintain social media pages
- Create landing pages using Instapage
- Develop responsive emails using Dreamweaver and Notepad++
- Route leads using Salesforce
- Report metrics using analytics from eTrigue, Salesforce, Wistia, LinkedIn, and Facebook

NewMarket Group, Baltimore, MD

10/16 – 02/17

Email Operations Specialist

- Maintain entire marketing free and paid lists
- Schedule and deploy emails using in-house system
- Review marketing reports for emails
- Upload newsletter content to WordPress

Havas helia/Discovery, Baltimore, MD

06/14-10/15

Front-End/Email Developer

- Develop emails using creative PSDs
- Deploy emails using email clients (SendGrid, MailChimp, ExactTarget)
- Modify PSD files to fit the emails
- Assist with development schedule
- Build new email templates for Microsoft Outlook and Brand Muscle
- Test emails using Litmus and Email on Acid

Laureate International Universities, Baltimore, MD

07/11-06/14

Web Content Specialist for Walden University

- Create and edit website using RedDot and Sitecore content management systems
- Review and manipulation of third-party code for implementation within WaldenU.edu
- Research for potential website functionality and best practices

EDUCATION/CERTIFICATIONS:

Salesforce Certification - Active

Marketing Cloud Email Specialist

07/21

Credential ID 22323146

Iterable Certification – Active

3/23

Iterable Foundations

Walden University, an Online University

Master of Business Administration – Specialization in Marketing

08/14

Pennsylvania College of Technology, Williamsport, Pennsylvania

Alyse M. Brown

Columbia, MD 21044 ♦ AlyseM620@yahoo.com ♦ <http://alyse.site> ♦ 410-404-5821

Bachelor of Science – Information Technology: Web & Applications Development Concentration 05/11
Minor – Business Administration

Associate of Applied Science – Information Technology: Technical Support Technology Emphasis 05/11

Associate of Applied Science – Information Technology: Web & Applications Technologies Emphasis 05/10