

SKILLS:

Coding:

HTML, CSS, AMPScript, Liquid, SQL

Adobe: Photoshop, Dreamweaver

Salesforce:

Marketing Cloud, CRM, Pardot, Intelligence,

Shopify

Twilio

Testing:

Email on Acid and Litmus

Analytic Tools:

SF Intelligence, LookerStudio, Triple Whale

ESPs:

Responsys, SendGrid, Bronto, eTrigue,
Pardot, Iterable, MailChimp, Marketing
Cloud, Constant Contact, Brevo

EXPERIENCE:

SwiftReach Marketing

8/23 - Present

Owner/Sole Proprietor

- Help a small company migrate from HubSpot to Salesforce Marketing Cloud
- Revamp transactional emails to meet email standards and best practices
- Create a Back In Stock journey using automation and journeys
- Create Journeys and Develop emails for clients implementing SFMC
- Insert unique Preference Centers for Non-profit organizations using SFMC

Rapsodo, LLC.

2/23-12/23

Email Marketing Specialist

- Create welcome journeys for each hardware product
- Develop retention journeys for annual memberships
- Utilize Send Time Optimization in Iterable for optimal open rates
- Configure 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 or Pardot using APIs
- Build and update monthly reports using Google LookerStudio
- Revamp email templates making them WGAC and AAA compliant
- Run automations to insert prospects into different journeys based
- Create automations for shoppers

Nemours Children's Health

11/20-02/23

Email Marketing Automation & Engagement Specialist

- Deploy emails using journeys in Salesforce Marketing Cloud
- Test subject lines, content using A/B testing and engagement KPIs
- Utilize Einstein Optimization for optimum send time
- Craft CloudPages to 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 copywriting 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

05/20-11/20

Email Marketing Specialist

Sontiq

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 rehaul of email development
- Report analytics from Qlik, Responsys, and Twilio
- Migrate email templates from Responsys to SendGrid
- Research 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

03/17-01/19

Digital Marketing Specialist

- Send emails to large lists using eTrigue
- Maintain social media pages
- Create landing pages using Instapage
- Develop responsive emails using Dreamweaver and Notepad++

- Route leads using Salesforce CRM
- Report metrics from eTrigue, Salesforce, Wistia, LinkedIn, and Facebook

NewMarket Group

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

Havas helia/Discovery

06/14-10/15

Front-End/Email Developer

- Develop emails using creative PSDs
- Deploy emails using email clients (SendGrid, MailChimp, Salesforce Marketing Cloud)
- Manipulate PSD creatives 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

07/11-06/14

Web Content Specialist for Walden University

EDUCATION/CERTIFICATIONS:

Salesforce Certifications – Active

Marketing Cloud Email Specialist

07/21

AI Associate

01/24

Iterable Certification – Active

Iterable Foundations

03/23

Walden University

Master of Business Administration – Specialization in Marketing

08/14