

## PROFESSIONAL EXPERIENCE

---

### **SFMC EMAIL DEVELOPER (contract)**

#### **MarTech**

October '23 – Present

- Working with various clients such as, Doctors without Borders and UNICEF to increase fundraising and engagement with their audience through email marketing and SMS
- My main responsibilities include building one-off and ongoing campaigns in SFMC as well as reporting on the performance of those campaigns to make suggestions on improvement

### **EMAIL DEVELOPER**

#### **The New York Times**

September '22 – September '23

- Worked with The New York Times marketing team to develop, test and deploy emails that promote subscriptions and increase engagement
- Building complex journey flows and ongoing trigger campaigns
- Setting up dynamic content within the CRM
- Running A/B tests and monitoring campaign reporting
- Working with our campaign team to build and segment audiences
- Improve efficiencies with daily email development

### **SENIOR EMAIL DESIGNER**

#### **Oliver**

November '21 – September '22

- Assisted the team at Barclays to create and improve email designs for partners associated with Barclays' credit cards. Some of those partners included, Jetblue, AARP, Hawaiian Airlines, Frontier Airlines, GAP, Wyndham Hotels & Resorts and many more
- In addition to email design I helped create ads for social media advertising and occasionally assisted with direct mail pieces

### **WEB DESIGNER**

#### **AMResorts**

August '17 – November '21

- Managed and assisted in a wide variety of creative projects designed to market AMResorts' 7 unique vacation brands and over 60 luxury resorts throughout the world
- Designed and coded email templates in several platforms including Litmus and Hubspot
- Created landing pages and digital advertisements for events such as trade shows and promotional campaigns

## SKILLS

---

Salesforce MC

Litmus

HTML/CSS

Adobe XD

Hubspot

After Effects

AEM

Responsys

Photoshop

Sketch

Wordpress

Nifty Images

Illustrator

Stensul

Figma

InDesign