

Objective: Email Marketer

Experience

Eight years' experience of taking ownership of the design, development and management of dynamic, transactional, promotional, informational, and responsive global email marketing campaigns through an assortment of email service providers (Marketo, Eloqua, Responsys, Exact Target, Mail Chimp, What Counts, and Vertical Response).

- **Email Marketing Specialist @ Tesla, Inc.** – Fremont, CA. November 2015- October 2017
 - Developed and implemented the standardization and process on how an Email Campaign is requested, executed, and analyzed for Event Marketers and Global Marketing Managers in the North America (NA) and Asia Pacific (APAC) markets.
 - Canada, United States, and Mexico
 - China, Hong Kong, Taiwan, Macau, Japan, South Korea, Australia, and New Zealand
 - Developed Automated Lead Nurturing Campaigns for the NA & APAC markets
 - Welcome Series, Re-Engagement, Up-selling, and Notification Campaigns
 - Had end-to-end ownership of a variety of successful global marketing campaigns. In which I designed and developed responsive HTML email templates, Marketo campaign templates.
 - Drove and optimized key traffic and revenue metrics including CTR, open rates, incremental revenue lift, engagement and retention through targeted segmentation and SQL queries.
 - <http://www.tesla.com>
- **Email Marketing Manager @ Creative Circle** – San Francisco, CA. April 2015 – July 2015
 - (Contractor @ Blurb)
 - Developed, managed and executed global email marketing campaigns via marketing automation platform: Responsys
 - Monitored health and optimized the segmentation of Blurb's marketable database.
 - Ran weekly Responsys Email Analysis Reports and provided effective feedback and solutions to improve future campaigns' unique open rates and unique click-through rates.
 - Developed and implemented new campaign processes and templates that optimized efficiency and speed of the campaign production life-cycle.
 - Developed a six-month email marketing campaign strategy for North America, Europe, and Australia markets.
 - <http://www.blurb.com>
- **Email Marketer @ Ventyx, an ABB Company**
 - Consultant @ Relationship One – San Francisco, CA. September 2014 – December 2014
 - End-to-End ownership of the email channel
 - Developed email marketing strategies for marketing teams and cross-departmental groups in North America, South America, Europe, and Australia,
 - Developed and implemented new campaign processes and templates that optimized efficiency and speed of our campaign production life-cycle.

- Contractor @ Zero Chaos – San Francisco, CA. May 2014 – August 2014
 - Designed and developed responsive HTML emails templates, and landing pages with forms. Along with developing segmentation lists, QA testing, and scheduling campaign deployments.
 - Managed and executed global email marketing campaigns via marketing automation platform: Eloqua.
 - Ran weekly and monthly Eloqua Email Analysis Reports and provided effective feedback and solutions to improve future campaigns' unique open rates and unique click-through rates.
 - <http://www.ventyx.com>
- **Email Marketing Specialist @ Onward Search – Mt. View, CA. July 2013 – May 2014**
 - (Contractor @ Adaptive Insights, formerly Adaptive Planning)
 - Managed and executed global email distribution and marketing campaigns via marketing automation platform (Eloqua).
 - Designed and developed responsive HTML email and landing pages, developed segmentation lists and QA testing.
 - Managed marketing workflows and coordinate with marketing teams to ensure that email campaigns meet deadlines and corporate standards/requirements.
 - Employed a consistent best-practice approach to overall client communication, including marketing content and strategy, and providing effective feedback and solution.
 - Applied a pro-active approach on execution, processes and daily maintenance. And work closely with the marketing teams and cross-departmental groups.
 - <http://www.adaptiveinsights.com/>
 - Eloqua's 2013 Markie Winner - Event Nirvana http://markies.eloqua.com/markie_category/event-nirvana/
- **Web (Email) Developer @ Trion Worlds, Inc. – Redwood City, CA. September 2012 – May 2013**
 - Ownership of the design, development, and testing of the global email marketing campaigns for Trion Worlds' five brands: RIFT, Defiance, End of Nations, Warface, & Arche Age.
 - Collaborated with cross-departmental teams, and third-party partners; such as the Syfy Chanel.
 - Managed a high volume of email campaigns on a weekly basis that had strict deadlines and quick life-cycles.
 - Supervised and mentored a junior email developer.
 - Last project was modifying the current email templates in Exact Target, to become responsive (mobile friendly) emails.
 - <http://trionworlds.com>
- **Marketing Email Web Developer @ Creative Circle – San Francisco Bay Area October 2009 – June 2012**
 - (Contractor @ Virgin America) – Burlingame, CA. August 2011 – June 2012
 - (Contractor @ Kaboodle, Inc.) – San Mateo, CA. June 2011 – July 2011
 - (Contractor @ University of San Francisco School of Law) – San Francisco, CA March 2011 – June 2011.
 - (Contractor @ Fitness Anywhere Inc.) – San Francisco, CA October 2009 – February 2011

Education

CALIFORNIA STATE UNIVERSITY, MONTEREY BAY

- Master of Science Management and Information Technology (MIT) – Spring 2008
- Bachelor of Science with Distinction Telecommunication Multimedia and Applied Computing (TMAC), Focus: Web Design & Development – Spring 2005

Skills

I hold a Master of Science degree in Management and Information Technology from CSU, Monterey Bay. Along with nine years of experience and knowledge in developing standards-compliant, cross-browser compatible landing pages and as a Front-End Web Developer and Designer. Able to hand code XHTML, HTML5, CSS (2&3), JavaScript. Strong with Adobe applications, such as: Dreamweaver, Illustrator, and Photoshop. In addition, I am familiar with Search Engine Optimization (SEO), Google Analytics, User Interface (UI) theory, Twitter, Facebook, Project Management Professional, Microsoft Project, Basecamp, JIRA, Visio, and Salesforce.

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