

DIGITAL MARKETING PROFESSIONAL

A results-oriented marketing and automation specialist with 7+ years of experience across diverse industries. Proven ability to build and execute effective campaigns, manage projects from ideation to launch, and analyze data to optimize performance. Skilled in SFMC, HTML/CSS, email marketing, project management, and cross-functional collaboration. Seeking a challenging role to leverage my expertise and contribute to a dynamic team.

CORE COMPETENCIES

Email Marketing | Quality Analysis | Social Media | Strategic Planning | Marketing | Video Editing/Production | Digital Marketing
Branding | Web Design | SEO | HTML | CSS | jQuery | JavaScript | AMPScript | HubSpot
Adobe Photoshop | Adobe Illustrator | Adobe Premier | After Effects | Final Cut Pro

PROFESSIONAL EXPERIENCE

360 Media Direct | January 2024– July 2024

Email Marketing Specialist | Contract via Mondo

- Spearheaded the transformation of email marketing campaigns for an interactive digital magazine, achieving significant increases in subscriber engagement and retention through strategic optimization, rigorous A/B testing, and the redesign of email templates.
- Managed the email marketing calendar, ensuring the timely delivery of promotional offers and reminders to subscribers, maximizing visibility and driving conversions.
- Collaborated effectively with creative and technical teams to revamp email templates, implement A/B tests, and ensure flawless campaign execution.
- Championed quality assurance processes, rigorously reviewing test emails to guarantee accuracy, visual appeal, and optimal functionality across devices.
- Cultivated a collaborative team environment through active engagement in Slack channels, contributing valuable insights and refining email marketing strategies.

Aetna | July 2022 – December 2023

SFMC Engineer | Contract via Mondo

- Planned and developed email templates to create a library of options via HTML/CSS to allow customization of digital communications based upon the needs of the business.
- Utilizing AMPscript, utilized constructed HTML templates to add dynamic capabilities to digital communications, allowing personalized content to be displayed, allowing our recipients to receive the right message based on their profile.
- Built landing pages using HTML to work as a means to accept digital signing of state-based amendments to the Aetna provider policy within CloudPages. In addition to architecting an automation process that would run a daily update on the campaign itself to structure a report tracking sends, opens, as well as bounces, via SQL queries within Automation Studio.
- Increased depth of targeting ahead of campaigns by querying master Data Extension based on requirements of the needs of the business, resulting in a 30% YoY increase in engagement by ensuring the correct audiences were receiving the right messages at the most opportune time.
- Established personalization of all digital communications with the SFMC platform by configuring AMPscript to properly bring in data fields into all communications.
- Implemented the use of Lookup Tables to create transactional summary of provider electronic fund transfers, allowing a provider to receive their daily receipt of payment in a single email compared to multiple emails.

AARP | August 2021 – February 2023

HTML Developer, Email Marketing (SFMC) | Contract via TEKSystem

- Developed responsive emails via HTML and CSS based on client's requests and submitted design, utilizing AMPscript for dynamic content including: AARP Reward status points, dynamic hero images based on user profile, and account based content dependent on status of active subscription.
- Planned and managed customer journeys using SFMC Journey Builder, utilizing splits and join activities to ensure all customers receive the right message at the right time.
- Assisted marketing manager in the planning and scheduling of all email campaigns under the AARP Rewards and Wish of a Lifetime business units, utilizing a tier-based ranking system for email communications to ensure no overlap of marketing emails to customers.

National Association of Credit Management | September 2020 – June 2021

Email Marketing Specialist | Contract via Cella, Inc.

- Constructed day-to-day email marketing campaigns to match the needs of the business, utilizing industry best practices.
- Analyzed post-launch statistics to determine success of campaign initiatives.
- Introduced QA process to ensure all campaigns launched as expected, meeting all requirements as well as being ADA & WCAG compliant.

PayPal | February 2020 – September 2020

Compliance & Risk Automation Specialist | Contract via Insight Global

- Constructed automation processes for Double Prompt Testing and Terms & Condition Testing using UI.Vision.
 - Able to reduce man-hours by more than 50% via automation scripts.
- Spearheaded Currency Conversion Testing process by working with partners across several teams to establish a workflow to locate customer sessions with a successful currency conversion, with hopes to set an automation flow to establish higher sample size.

PayPal | October 2017 – November 2019

Marketing Generalist 2, NA CMG E2E QA & Testing

- Liaised with marketing and marketing operations to align build data with marketing strategy.
- Provided in-depth and thorough review for all images, text, and links in marketing assets, including e-mail marketing, PayPal internal placement ads/banners, checkout banners, marketing incentive offers, social/paid media, and additional marketing products ensuring brand and messaging consistency.
- Spearheaded e2e issue management across multiple business units, including identification, root cause analysis, and remediation plans for multiple technical and process errors identified through testing.
- Established a technical testing environment to ensure marketing campaigns followed required processes to mitigate risk while maintaining all branding requirements.
 - Opened the technical testing environment to consumer campaigns in less than six months and expanded to merchant campaigns in under twelve months, due to the successful testing launch in credit campaigns.
- Created a transitional testing process to verify content match from original system to new system, ensuring no downtime between processes for a critical transition between backend MarTech platforms.
- Achieved successful transition a full week ahead of schedule, allowing an easier hand-off to marketing teams to start using.

123Gaming Inc | February 2015 – March 2017

US Marketing/Social Media Manager

- Designed and launched a social media marketing campaign, increasing brand awareness by 20%.
- Performed in-depth customer research to determine a range of demographics for targeted ads.
- Managed a community of 10K+ players and curated an online blog to promote additional handle from players.
- Constructed a social media calendar for an Advanced-Deposit Wagering site focused on horse racing spanning the major horse racing events of the year, increasing player count by 20% in less than three months.

DerbyJackpot.com | February 2013 – October 2014

Community Manager

- Collaborated directly with company founders to establish a community structured around the 10K+ players of the site.
- Moderated an on-site chatroom to create a friendly and supportive environment.
- Managed social media accounts increasing player and potential player site visits.
- Supported players through Q&A regarding features and updates.
- Performed testing for future versions to ensure stable public releases.

Certifications: HubSpot Academy Digital Marketing, HubSpot Academy Email Marketing, Webflow 101

EDUCATION

The Art Institute of York: *Associate of Specialized Technology – Digital Arts*