

**HelloFresh | New York City, NY | Nov. 2023–March 2024**

**Associate Manager, CRM/Email; Temporary Position**

- Managed the day-to-day setup and deployment of all weekly Push, SMS and email campaigns in Salesforce Marketing Cloud
- Performed thorough quality control checks to ensure accuracy across segmentation data, creative assets, subject lines, preheaders, UTM parameters, voucher codes and pricing
- Worked with brand and creative teams to ensure campaign assets were planned, briefed and completed on time
- Conducted A/B testing to improve marketing effectiveness and help identify best marketing practices within each customer segment

**The New York Times | New York City, NY | 2021– 2023**

**Email Developer & Project Manager**

- Developed and coded engaging emails utilizing HTML and CSS for The New York Times's various brands, including Games, Cooking, The Athletic, Wirecutter and popular games such as Wordle, Spelling Bee, The Crossword, Sudoku and more
- Managed end-to-end email production process, facilitating seamless collaboration between the legal team, copywriters, proofreaders, designers and QC specialists to ensure all email content was accurate and without error
- Implemented responsive design techniques to ensure emails rendered consistently across various email clients and devices, adapting for all screen sizes, desktop, tablet and mobile. Tested emails in Litmus for any potential issues before deployment
- Collaborated with marketing teams to execute A/B testing on various email elements such as subject lines, content and CTAs to help optimize email performance
- Efficiently managed the setup, scheduling and deployment of all emails according to send-time specification deadlines

**B&H Photo Video | New York City, NY | 2016–2021**

**Email Developer & Content Manager**

- Created and deployed responsive emails for desktop and mobile clients utilizing hand-coded HTML and CSS; executed A/B testing (subject line, copy, creative), QA and deployment
- Responsible for creating high-profile announcement emails for companies such as Apple, Panasonic, Sony and Nikon under a high-pressure, tight deadline environment
- Managed weekly Newsletter and Deals of the Week campaigns; set up email templates, handled requests for custom links, assigned banners to designers, ensured creative was correct and assisted in custom image creation
- Responsible for the coding, execution and deployment of daily Deal Zone emails; proactively collaborated with the merchandising team ensuring all pricing, links, copy and images were correct

**Kellen Company | New York City, NY | 2009–2016**

**Front-end Web Developer & Project Manager**

- Built and managed all email campaigns utilizing hand-coded HTML and CSS
- Managed the development, content editing and long-term maintenance of client websites
- Oversaw tasks and projects for more than 20 clients; managed workflow by ensuring all deadlines and expectations were met; acted as liaison between clients and web department; developed a strong working rapport with clients
- Responsible for migrating content from HTML websites to WordPress templates, including images, text, graphics, navigation menus, pages and posts

**Rainbow Media (AMC Networks) | New York City, NY | 2005–2009**

**Production & Operations Manager**

- Responsible for developing all post-production schedules and ensuring proper staffing of editors and film crew
- Managed and oversaw post-production floor; acted as liaison for all departmental needs and resolved any issues that arose
- Managed all equipment rentals and shipping logistics; managed full post-production cycle and ensured all deadlines were met
- Updated and managed growing pool of available editors, camera techs, audio engineers and production assistants
- Negotiated rates for all freelance staff; managed logistics and procurement for all trade show events

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**Skills/Platforms**

HTML, CSS, Javascript, ReactJS, Salesforce, Responsys, Emarsys, Jira, Monday.com, Coda, Github, Litmus, Email on Acid, Constant Contact, MailChimp, Dreamweaver, Photoshop, Illustrator, WordPress, Multi-tasking, Organization, Time Management, Logistics, Operations, Process Management