

» Education

Hofstra University, Hempstead, NY

B.A. Dual-Major in Economics and Philosophy, Minor in Philosophy of Law, 2014

Certificates, Salesforce Certified Marketing Cloud Email Specialist

Certificates, freeCodeCamp

Responsive Web Design, JavaScript Algorithms and Data Structures, Front End Libraries

Certificates, Lynda.com

UX Foundations: Accessibility, Web Programming, HTML Essential Training, CSS Essential Training 1, CSS Essential Training 2, JavaScript Essential Training, Email Marketing Basics, Optimizing Marketing Emails, User Experience for Web Designers.

» Skills

- Programming & Scripting languages: HTML, CSS, JavaScript, AMPscript
 - Front-End Frameworks & Libraries: jQuery, Bootstrap
 - Email Marketing Softwares: Salesforce ExactTarget, Oracle Responsys, Bronto, Constant Contact, JangoMail, and MailChimp
 - Push Marketing, CRM
 - Languages: English, Russian
 - Other: Google Analytics, Google Adwords, Google Adsense, Microsoft Office, Adobe Photoshop
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» Experience

E*TRADE from Morgan Stanley, Jersey City, NJ

Email Developer (Assistant Vice President/Email Developer), December 2021-Present

- Execute against protocol which defines and sequences the activities needed to successfully deploy an email communication
- Develop automated email campaigns and customer journeys to optimize new and existing Marketing programs
- Work with the Customer Engagement and Marketing Logistic teams to coordinate campaign assets, data delivery, and launch requirements
- Establish a communication cadence to update stakeholders, including appropriate staff in the organization, on the status of projects and email deployments
- Segment audience data based on customer preferences and additional criteria
- Leverage approved creative content to create HTML emails using HTML and inline CSS
- Utilize tools and scripting language to update emails and apply personalization
- Ensure that deliverables are on time and at the required level of quality
- Provide support as needed for high level campaign performance reporting and general inquiries

Freelance, New York City Area

Frontend Developer, December 2017-Present

- I use HTML, CSS, JavaScript, jQuery, and Bootstrap to build mobile-friendly and fully-responsive web pages.
- Extensive coursework in Responsive Web Design, Front End Development, and JavaScript Algorithms and Data Structures.
- Free services for accredited charities and other non-profit organizations. Eager to volunteer my skills for a good cause.

Datalot, New York, NY

Email Marketing Manager, July 2021-October 2021

- Restructure email marketing operations for optimal deliverability
- Set up email program for long-term success by improving opt-in process
- Work with multiple ESPs including SendGrid, ConstantContact, MailChimp, and Jangomail

WebMD, New York, NY

Senior Email Developer, September 2018-July 2021

- Create dynamic email campaigns and deploy them to millions of recipients through Salesforce ExactTarget
- Manage the end to end email QA process
- Compile email campaign reports and offer insight on marketing strategy
- Lead weekly Javascript learning sessions
- Execute push marketing campaigns

AHALife, New York, NY

Email Developer & Marketing Analyst, October 2016-September 2018

- Improved email deliverability and open rates.
- Quality Assurance tested all emails for functionality and optimal display across all major email clients, operating devices, and internet browsers.
- Coordinated with Graphic Designers and Copywriters to finalize email content.
- Implemented new template elements through HTML & CSS coding.
- Used Photoshop for basic functions (slicing, reducing file size, changing text, making minor adjustments).
- Set up integral workflows.
- Coded landing and editorial web pages
- Evaluated SMS as a viable marketing strategy
- Assisted with the daily management and optimization of the Google Adwords and Bing Ads company accounts.
- SEM daily responsibilities consisted of: adding negative keywords, applying bidding algorithms, researching the price competitiveness of AHAlife merchandise, and reporting on performance.
- Played an important role in delivering some of the best revenue performance months in the company's history for Search Engine Marketing.

Adorama, New York, NY

Email Marketing Specialist, May 2016 - Jul 2016

- Deploying weekly emails to more than 2 million recipients.
- HTML/CSS coding and Quality Assurance testing for email templates and campaigns.
- Communicating with buyers to receive product information and updates relevant to email campaigns.
- Coordinating with Graphic Designers for visual content in our emails.
- Using Photoshop for basic functions (slicing, reducing file size, changing text, making minor adjustments).
- Part of a team that consistently increased recipient opens, click-through, and conversions.
- Participating in weekly meetings to discuss marketing strategy.

TheChisel, New York, NY

Junior Analyst, Oct 2015-May 2016

- Reviewed Public Policy Proposals.
- Administered the company's CRM software (Insightly).
- Engaged in mass-email marketing campaigns using Constant Contact, JangoMail, and MailChimp platforms.
- Designed and built email templates from scratch.
- Handled general administrative tasks.