

SOFTWARE

Adobe Suite:

Dreamweaver, Photoshop, Illustrator, InDesign, Bridge

Digital Marketing Platform:

Salesforce Marketing Cloud, Oracle - Eloqua, Gropu-mail, MailChimp, Salesforce, Google Analytics

CMS:

Wordpress, Drupal, Joomla, Magento, OpenCart, Squarespace,

Microsoft Office:

Office, Excel, Powerpoint, Access

CODING

Languages:

HTML, CSS, JQuery, XML, PHP, JavaScript, SQL, MySQL

Education

Bachelors in Visual Communication in Graphic Design

EXPERIENCE

SALMON GROUP, INC. — Contractor for the U.S. General Services Administration

Marketing Email and HTML Specialist

March 2015 - February 2025

- Trained staff members in internal web functions, including steps on how to independently make minor updates and changes for all landing pages.
- Created process sheet for each software on day-to-day tasks or projects for all team members and created all transactional HTML emails, landing pages, dynamic content, and forms for all existing marketing campaigns.
- Created email-marketing campaigns including planning, building, and deployment using Oracle Eloqua and Salesforce Marketing Cloud.
- Developed dynamic landing page with forms for high traffic, page views and user experience.
- Enhanced demographic profiles using data extension, leading to more personalized marketing efforts.
- Developed and launched multiple email campaigns with registration forms to connect to Zoom Meeting.

Angle Flight Marketing Service — Contractor for the U.S. General Services Administration

HTML Specialist

January 2012 - March 2015

- Created various marketing campaigns including planning, building, and deployment using Oracle Eloqua.
- Integrated Salesforce CRM with Oracle marketing automation tool Eloqua using A/B testing campaigns.
- Created web conference modules and forms for events and webinars using Zoom Meeting and Adobe Meeting Space.
- Converted PDF files into digital publication with page-flip effect using FlipCreator.

Resource-Trac — Contractor for the U.S. General Services Administration

HTML Programmer

June 2010 - January 2012

- Create HTML Templates and sent out email marketing using Group-Mail.
- Create and execute Section 508 compliant HTML emails without code generators and using CAN-SPAM and FISMA laws.
- Provided suppression list files using coldfusion query filtering.
- Populating tracking reports with key measures using web-trends and group metrics.

Unico Industries.

Creative Director

November 2009 - June 2010

- Lead concept design and creative development for new products and brands.
- Developed marketing material for inside and outside sales.
- Created SEO for Google analytics and Google Ads.
- Manage keywords and created web banner ads for Search Engine Optimize.
- Generated proto-types for new product development
- Built websites and maintained all Ecommerce functionality.
- Market research for new product development on a daily basis.