

David Picaso

Email Marketing Specialist

(312) 342-3725
davidpicaso@gmail.com
<https://www.davidpicaso.com>

Summary:

Email Marketing Specialist with 15 years of experience leading impactful email strategies across B2B and B2C sectors. Successfully trained teams and developed creative strategies for U.S. government agencies and private sector clients. Proficient in Salesforce Marketing Cloud, Oracle Eloqua, and Google Analytics, with a strong background in segmentation, A/B testing, and automation.

Strengths:

Digital Marketing Strategy | Email Campaign Management | Web Development | Segmentation & Personalization | Creative Direction | Google Analytics | Team Training & Mentorship | A/B Testing | Project Coordination | B2B & B2C Marketing

Salmon Group, Inc. — Senior Marketing Email and HTML Specialist

March 2015 - February 2025

- Managed complex marketing campaigns across diverse government sectors, collaborating with internal teams to tailor audience-specific strategies, resulting in improved email engagement and higher campaign performance.
- Led strategy and execution of email campaigns for B2C and B2B clients, utilizing UTM tracking and Google Analytics to optimize campaigns, increasing conversion rates by 20% and shaping long-term content strategies.
- Produced digital and social content aligned with brand standards, ensuring consistency and expanded audience reach, boosting brand visibility across platforms.
- Accomplished personalized user engagement by implementing custom field mergers (e.g., first name, custom URL field's, product preferences) in email campaigns, resulting in a 25% increase in open rates and a 30% boost in click-through rates.

Angel Flight Marketing Service — HTML Specialist

January 2012 - March 2015

- Boosted open rates by up to 15% and improved CTR through structured A/B testing of subject lines and email design across campaigns.
- Managed multiple simultaneous campaigns and newsletters, coordinating timely delivery and consistent messaging across departments, resulting in increased operational efficiency and audience satisfaction.
- Increased user signups by 25% by developing dynamic landing pages and optimizing registration forms, improving both UX and lead generation.
- Trained non-technical staff on internal tools, empowering teams to independently manage content updates, increasing team productivity and reducing bottlenecks.
- Cut print production costs by 60%, saving approximately \$300K, by converting PDF publications into HTML-based digital formats with interactive JavaScript page-flip effects.

Resource-Trac — HTML Programmer

February 2010 - January 2012

- Improved email deliverability and accessibility by designing responsive, 508-compliant HTML templates, reducing rendering issues by 50% across major platforms.
- Increased email CTR by 18% by collaborating with data teams to implement segmentation strategies based on behavioral and demographic data.
- Ensured 100% compliance with CAN-SPAM and FISMA regulations, enhancing sender reputation, inbox placement, and overall deliverability.
- Reduced bounce rates by 22% through ongoing analysis of opt-in trends and delivery metrics, improving overall list quality and email performance.
- Designed custom SEO dashboards using GA4 to track page performance metrics and support data-driven decisions.

Unico Industries — Creative Director

November 2008 - August 2009

- Produced marketing collateral and microsites, aligning messaging with overall business objectives.
- Ran keyword research and ad testing to reduce cost-per-click and boost conversions.
- Enhanced decision-making and reporting by developing SEO dashboards in Google Analytics GA4, resulting in better visibility into content performance.
- Led concept design and creative development for new products and brands, managing a team and producing branded materials—resulting in stronger brand visibility and customer engagement.
- Improved brand visibility by designing and distributing print materials, signage, and product labels, resulting in increased customer recognition and compliance with FDA labeling regulations.

Marketing Platforms: Salesforce Marketing Cloud, Oracle Eloqua, GroupMail, Salesforce CRM, Google Analytics, Monday.com

Design Tools: Dreamweaver, Adobe Photoshop, InDesign, Illustrator, Bridge, After Effects, Final Cut Pro

Programming & Web Languages: HTML, CSS, JavaScript, JQuery, PHP, XML, SQL, MySQL

Content Management Systems (CMS): WordPress, Drupal, Joomla, Magento, OpenCart, Squarespace

Education: Bachelor of Applied Science in Visual Communication - Westwood College