David Picaso

Email Marketing Specialist

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Summary:
Email Marketing Specialist with 15+ years of experience developing and optimizing high-performing campaigns across B2B, B2C, government, financial services, and private-sector environments. Proficient in Salesforce Marketing Cloud, Oracle Eloqua, Selligent, and Google Analytics, with expertise in marketing automation, audience segmentation, personalization, A/B testing, email development, and campaign analytics.

Strengths:
Email Marketing Strategy | Campaign Management | Marketing Automation | Audience Segmentation | Personalization | A/B Testing & Optimization | Email Development | Campaign Analytics | Custom Journey Mapping | Digital Marketing | Regulatory Compliance | Project Coordination | Team Training & Mentorship | Web Development

Addison Group — Email Marketing Specialist
Contractor - Alliant Credit Union
February 2026 - Present

- Developed and executed A/B testing strategies for subject lines, creative variations, audience segments and send times to identify engagement trends and improve campaign performance.
- Developed and maintained email templates for member communications, alerts, and promotional campaigns, ensuring brand consistency and streamlined campaign production.
- Supported campaign planning and collaborated with stakeholders to align email marketing initiatives, communication schedules, and deliverables with business objectives.
- Collaborated with marketing and creative teams to build custom emails, journey's, automated communications, and personalized member experiences.
- Performed comprehensive email QA testing for each campaign, including creative rendering, links, personalization, audience targeting and functionality.

Salmon Group, Inc. — Senior Marketing Email and HTML Specialist
Government Contractor – U.S. General Services Administration (GSA)
March 2015 - February 2025

- Managed complex marketing campaigns across 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 B2C and B2B email campaigns, using UTM tracking and Google Analytics to optimize campaigns, increasing conversion rates by 20% and shaping long-term content strategies.
- Produced digital and social media content aligned with brand standards, increasing reach and visibility.
- 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
Government Contractor – U.S. General Services Administration (GSA)
January 2012 - March 2015

- Increased 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 to improve user experience and lead generation.
- Trained non-technical staff to use internal tools and manage content independently, improving team efficiency.
- Reduced print costs by 60% by converting PDF publications into interactive HTML formats, generating approximately $300K in savings.

Resource-Trac — HTML Programmer
Government Contractor – U.S. General Services Administration (GSA)
February 2010 - January 2012

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

Marketing & Technical Tools: Salesforce Marketing Cloud, Oracle Eloqua, Stensul, Selligent, Litmus, GroupMail, LiveClicker**,** Google Analytics, Azure DevOps, Monday.com, Salesforce CRM, Miro**,** HTML, CSS, JavaScript, PHP, XML, SQL, MySQL**,** Adobe Creative Suite.

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