

Jeni Hamilton

Senior Email Developer

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Summary

Email & web developer with 14+ years of experience coding mobile responsive emails and websites with HTML and CSS, including 7 years of management experience with a 100% hire retention rate. Have organized and performed email testing strategies (A/B testing, subject line optimization, time of day testing) for subscriber behavior and campaign performance analysis. Comfortable on both Mac and PC. Have also performed process automation and basic application development with Python.

Technical Experience

Email platforms: Salesforce (AMPscript), MessageGears (Freemarker), Cordial (Smarty), Taxi for Email (design system templating), Listrak

Render testing platforms: Litmus, Email on Acid, Everest (Validity)

Personalized content platforms: Movable Ink, Liveclicker

Design applications: Adobe Photoshop, Adobe XD, Sketch, Figma

Work Experience

Acxiom

Senior Solutions Developer | Mar 2022 – Present

- Code ADA-compliant, mobile responsive emails for Citi within Salesforce Marketing Cloud while maintaining all rendering and legal requirements for international banking establishments
- Assist Acxiom email developers in other branches of the Citi network with Quality Analysis of campaigns prior to email journey deployment
- Attend all email architect meetings to confirm that both teams are working simultaneously towards the same goals with equal understanding of the back-end data that is being provided
- Update Citi campaigns that were set up by a prior agency, including HTML template refreshes and duplication, uploading, and editing of non-sendable data extensions via Email Studio and Audience Builder

Ansira Digital

Senior Developer | Oct 2020 – Mar 2022

- Lead email developer for Chick-fil-A (MessageGears) and The St. James (Salesforce). Other client email work included Aflac (Salesforce), Cracker Barrel (Salesforce), Synovus (Salesforce), Edible Arrangements (Cordial), Ruth's Chris (Cordial), Rheem (Acoustic/Taxi for Email), and Systemax (Listrak)
- Coded targeted interactive email elements including carousels, accordions, inbox surveys and quizzes, search bars, location maps, and hamburger menus along with fallback versions for email clients that are unable to successfully render said elements
- Set up drag and drop templates in Salesforce Marketing Cloud and Cordial for clients who wished to build their own campaigns with some creative and technical guidance
- Provided coding hours estimates based on campaign involvement (dynamic versioning, interactive elements, subject line testing, template set up)

Sears Holdings Corporation

Email Development Manager | Jul 2013 – Oct 2020

- Subject matter expert for Marketing Managers, Creative Designers, QA Specialists, and Campaign Deployment Specialists regarding email functionality, best practices, and campaign rendering issues
- Quickly and efficiently coded error-free mobile responsive promotional, triggered, and transactional email and SMS campaigns for Sears, Kmart, Craftsman, and Shop Your Way
- Hired and trained Email Developers in email workflow process and email coding best practices; administered employee performance evaluations and tracked quarterly and yearly individual and team goals
- Automated manager/developer workflow processes utilizing Python scripting

Senior Email Developer | Jul 2011 - Jul 2013

- Coded mobile responsive email campaigns, banners, and website landing pages for Sears, Kmart, Craftsman, and Shop Your Way
- Allocated resources and assigned email campaigns to other Email Developers, monitored progress of campaign development
- Coordinated with Marketing Managers, Creative Designers, QA Specialists, and Responsys to ensure that all assets were provided and coded correctly and that emails rendered properly prior to deployment
- Communicated with Email Campaign Managers and Creative Designers regarding email functionality, coding capabilities, and resource availability

Rewards Network

Senior Email Developer | Nov 2008 - Jul 2011

- Developed highly dynamic, segmented email campaigns for the dining rewards programs of American Airlines, Delta, Southwest, United, and Best Buy utilizing HTML and AMPscript
- Created HTML microsites within the Salesforce/ExactTarget platform for additional functionality in conjunction with email campaigns and member database files
- Organized and performed time-of-day and subject line A/B split testing strategies for subscriber behavior analysis and campaign performance
- Coordinated with Program Managers, Project Specialists, Creative Team, Database Specialists, and Email Specialists to ensure that all data and assets were correct and that all emails and data were functioning properly before each send

Certifications

Salesforce Marketing Cloud Email Specialist | Salesforce | 2021 - Current

Introduction to Computer Science and Programming Using Python | MITx on edX | 2020

Web Design and Maintenance | Harper College | 2008

Education

Murray State University

Bachelor of Science in Agriculture, Equine Science | 1999 - 2004