James   Baker

bakecodes@gmail.com

Saint Petersburg, FL 33710 | (912) 320-1710 | Portfolio: https://www.bakecodes.com
Email Developer/Email Marketing Specialist

Knowledge of HTML, CSS, Media Queries to build HTML email templates that render in multiple email clients, including Gmail, iPhone, and Outlook. Able to set up email automation campaigns in multiple Email Service Providers (ESP). Strong attention to detail when performing quality assurance testing with Litmus and Email On Acid.

TECHNICAL SKILLS
- HTML, CSS, Media Queries, Responsive Email Design
- Adobe Photoshop, Visual Studio Code, Dreamweaver
- ConvertKit, Klaviyo, MailChimp, Email On Acid, Litmus

EDUCATION
Professional Development
HTML Email Development Training Course (2022)
- Learn how to code customized HTML emails across multiple email clients and mobile devices, including single and multi-column layouts
- Setup HTML email campaigns including welcome and onboarding email sequences
- Resolve email client rendering issues, including Outlook, Gmail, and iPhone
- Ensuring email compatibility and testing using Litmus and Email On Acid

Certification
- Google Fundamentals of Digital Marketing Certificate
- HubSpot Email Marketing Certificate
- Klaviyo Product Certification, Klavvio.com

WORK HISTORY
Email Marketing Specialist   01/2023 - Present
Marketopia   Hybrid
Email Marketing Specialist creating and deploying emails for clients to general leads and sales
- Worked with the marketing agency via Microsoft Teams and Outlook to create email designs to confirm with the organization's branding
- Coded reusable HTML email templates and recommended best email marketing practices
- Built reusable email templates used for email campaigns such as Newsletters and Landing Pages using Email Service Provider (ESP), Customer Relationships Management (CRM), HTML and CSS
- Performed QA testing in Email on Acid and Litmus to ensure emails worked across multiple email clients and mobile devices

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Volunteer HTML Email Developer   09/2022 – 10/2022

Forge Evolution   Remote

HTML Email Developer creating customized HTML email templates for non-profit organization

- Worked with the volunteer manager to create mockup email designs to confirm with the organization's branding
- Code reusable HTML email template and recommended best email marketing practices
- Performed QA testing in Litmus to ensure emails worked across multiple email clients and mobile devices

Table Games Floor Supervisor   10/2012 – 10/2022

Seminole Hard Rock Casino & Hotel   Tampa, FL

Table Games Floor Supervisor handling all guest issues in a timely and professional manner

- Monitor casino floor to ensure compliance with gaming regulations and procedures
- Performed accurate chip and cash buy-in transactions