

ROBERT SMITH

Email Marketing Coordinator

info@qwikresume.com | [LinkedIn Profile](#) | [Qwikresume.com](#)

Email Marketing Coordinator Professional who specializes in email marketing and social media marketing. Supported the development, planning, and execution of the email marketing campaigns. High Achiever who produces results individually, as well as part of a results-focused team.

EXPERIENCE

Email Marketing Coordinator

ABC Corporation - OCTOBER 2015 - NOVEMBER 2016

- Gathered assets from the design team, sliced the PSDs, and used the sliced images within email templates.
- Managed the html document setup including choosing links, modifying tracking tags, modifying tables and content within the html, and choosing products for dynamic product display.
- Sent proofs to stakeholders and was responsible for the QA process for email campaigns.
- Validated correct rendering within Litmus and black box testing on Android and iPhone mobile devices for all email campaigns.
- Created a QA checklist and helped establish a formal process for reviewing campaigns.
- Assisted with creating and executing detailed testing plans for special campaigns like Abandon Cart.
- Provided additional support as need for the Digital Marketing team - including but not limited to - adding annotation cards to YouTube videos, creating the monthly blogger newsletters, social media response, tagging within digital asset management system, and other projects.

Email Marketing Coordinator

Delta Corporation - 2013 - 2015

- Designed, executed, and managed effective email marketing campaigns to drive traffic and CTRs Optimize existing email campaigns through testing and .
- Created and executed all Bloomberg BNA Tax and Accounting email marketing campaigns.
- Led A/B testing efforts, including messaging, design, and layout, and analyzed results for key takeaways and recommendations.
- Managed and coordinated email marketing calendar across multiple verticals.
- Successfully performed other projects outside the scope of coordinator position including, preparing and editing press releases for product launches .

- Partner with various Tiffany departments and the Adobe campaign team to deploy emails across multiple markets Manage email campaign process from .
- Created a comprehensive email marketing program that grossed more than 2.5 million in the second year.

EDUCATION

- BS

SKILLS

Adobe Creative Cloud, Google Analytics, Omnivore, Facebook, LinkedIn & Twitter Ads, Hootsuite, Eloqua, MagnetMail, Ektron CMS400, PR Newswire, WordPress, Salesforce, Office 365, Apple Office, Google Drive, JIRA.