

WALDIMIR PEREZ

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EXECUTIVE SUMMARY

Innovative and results-driven Email Marketing specialist with a specialty in the development and deployment of global email marketing campaigns. Experienced in coding custom HTML email campaigns that render consistent results, having championed projects for Amazon, ServiceBox, RET News, Vox, Apple, and Verizon among others. A collaborative team player, with expertise in digital marketing, marketing automation, CRM, project management, coding, analysis, SEO and SEM, creative graphic design, calendaring, and keen attention to detail.

TECHNICAL SKILLS

Languages: HTML, CSS, JavaScript (Basic), Python (Basic) | **Frameworks/Libraries:** Bootstrap, Foundations by Zurb, SASS
Databases: SQL | **Tools:** Visual Studio Code, Adobe Photoshop and Illustrator, Figma, Social Media Platforms
ESP's: AWeber, HubSpot (Email Certified), Drip, Mailchimp, Salesforce

FUNCTIONAL EXPERTISE

Project Management, Calendaring and Analysis, Customer Relationship Management (CRM) | **Digital Marketing:** Marketing Campaign Management, Marketing Automation, Search Engine Optimization (SEO) | **Design:** Graphic Design, Innovation and Creativity | **Teamwork:** Collaboration, Cross-Functional Communication

PROJECTS

RET News Blog: (In Progress) Landing Page

Teatonic Promo Email: Promotional HTML Email

Judy Promo Email: Promotional HTML Email

WORK EXPERIENCE

U.S. Lawshield

07/2020 - 12/2022

Email Developer

- Supported B2C and B2B email lifecycles from development through deployment, and collaborated with Chief Marketing Officer on deliverables, significantly growing affiliate partnerships
- Utilized HTML/CSS within AWeber and Drip (marketing automation tool) to configure, build, test, and troubleshoot emails. Successfully managed three email lists with 350K subscribers
- Developed and coded complex email templates from initiation, modifying and updating existing templates in HTML/CSS. Troubleshot existing email code as needed
- Implemented WordPress plugins to grow email list by 10%
- Conducted quality assurance on final coded emails assets before deployment. Conducted A/B segmentation to track performance
- Performed testing in browser and email provider platforms such as Outlook, Webmail, and mobile-user testing platform Litmus
- Tracked and analyzed campaigns to ensure KPIs were met: compiled thorough monthly reports on clicks, opens, and other KPI's for each email blast completed

EDUCATION

Associate of Arts in Computer Science. Miami Dade College

HTML, CSS, Coding, Email Marketing. CodingPhase.

Relevant Coursework: Learned how to create HTML emails using HTML, CSS and Zurb Foundations, Email Testing using Litmus, Cultivated ability to create responsive websites using HTML, CSS, SASS, BOOTSTRAP and JAVASCRIPT

Coding Dojo.

Software Engineering program that enabled me to develop full-stack applications and be proficient in Javascript and Python, by researching and implementing new approaches to modern development processes with a rigorous curriculum that encouraged self-sufficiency.