

Education

Brand Identity

School of Visual Arts

NEW YORK, NY
JANUARY 2017 - APRIL 2017

Front-End Development

General Assembly

NEW YORK, NY
SUMMER 2015

BFA, Graphic Design

The Savannah College of Art and Design

SAVANNAH, GA
MARCH 2013

Skills and Software

Skills

HTML email development and design, HTML/CSS, Responsive design, CSS animations, Javascript, Ampscript, Segmentation (using CRM data), Dynamic content and personalization, Email accessibility best practices, Brand identity, Page layout, Typography, Grid systems, Semiotics, Information design, UI design, Wordpress, Drupal

Software

Dreamweaver, Sublime Text, Eloqua, Marketo, Mailchimp, Klavio, Litmus, Asana, InDesign, Illustrator, Sketch, Photoshop

Professional Experience

AKQA

Senior Email Developer JUNE 2023 - APRIL 2026

Develop responsive HTML email campaigns for Fortune 5 company using email build tools and hand-coded HTML/CSS, including Microsoft Office (MSO) conditional comments for consistent Outlook rendering. Conduct cross-platform testing (code diff validation, dark mode checks) and prepare campaigns for pre-flight. Collaborate with cross-functional teams to deliver high-quality email experiences. Build interactive emails with CSS animation and embedded video while ensuring ADA accessibility compliance. Maintain documentation of QA issues, solutions, and best practices.

TD Ameritrade

Marketing Automation Email Developer JULY 2019 - JUNE 2023

Build and maintain a modular email template system and library. Deploy CRM email campaigns in Eloqua using campaign canvases with targeted audience segmentation. Coordinate with SMEs to plan the email calendar and proof email drafts. Conduct cross-platform testing, report on campaign performance, and execute a one-time IP warming implementation.

Creative Circle

Freelance Email Developer & Graphic Designer MARCH 2019 - JULY 2019

Design and develop HTML email. Graphic design services such as print collateral, branding, digital ads, social media banners.

Yes Marketing

Email Developer DECEMBER 2017 - JANUARY 2019

Craft and execute Bed Bath & Beyond emails. Mentor Bed Bath in-house team on how to use Yes' modular email template system by working on-site. Perform QC and troubleshoot files prior to deployment. Provide link table and link names to help ESP assign final links before deployment.

Kantar Media

Regional Designer, North America JANUARY 2016 - DECEMBER 2017

Designer NOVEMBER 2014 - DECEMBER 2015

Design Intern JUNE 2014 - OCTOBER 2014

Manage brand identity across North America, collaborating with global teams to ensure consistency and further develop brand language. Produce marketing collateral across print, digital, web, and events—including ads, landing pages, HTML emails, environmental graphics, infographics, and social media content.