Jeremy Mellon

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jeremymellon.com

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

Artech (contractor) at Apple Inc

Senior Email Developer JUNE 2026 - PRESENT

Develop CLM HTML emails with dynamic content to target dozens of customer product upgrade scenarios.

AKQA

Senior Email Developer JUNE 2023 - APRIL 2026

Develop responsive HTML email campaigns for Fortune 5 client using email build tools and hand-coded HTML/CSS, including MSO conditional comments. Perform cross-platform testing, dark-mode checks, and pre-flight prep. Build interactive, ADA-compliant emails with CSS animation and video. 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, train the in-house team on Yes' modular template, perform pre-deployment QC, troubleshoot files, and provide link tables 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.