

## SUMMARY

I am an accomplished Email Marketing Specialist with a proven track record of driving revenue growth through highly effective digital campaigns. With expertise in email marketing automation, graphic design, and digital advertising, I have successfully developed, executed, and optimized campaigns that enhance customer engagement and boost conversion rates. Skilled in leveraging industry-leading tools such as Listrak, ActiveCampaign, Adobe Creative Suite, and more, I consistently deliver targeted, visually compelling content that aligns with brand strategies. I am a self-starter and a quick learner who always exceeds expectations. I have strong interpersonal communication and leadership skills.

## WORK EXPERIENCE

- Over 11 years of email marketing expertise driving engagement in the automotive sector.
- 4 years of experience in the healthy footwear retail industry, boosting sales through targeted campaigns.
- Developed eye-catching graphic designs that enhanced brand visibility, customer loyalty, and retention.

### FOOT SOLUTIONS CORPORATE / FOOT SOLUTIONS FRANCHISE EMAIL MARKETING SPECIALIST

August 2021 - February 2025

Managed the end-to-end production process for email campaigns, optimized results, and ensured compliance with best practices. Increased open rates from 28% to 42% over 3-1/2 years. Generated an average e-commerce revenue of \$200,000 annually. Designed graphics for both paid and organic social media (Facebook & Instagram). Designed and posted web page graphics. Designed print media for flyers, postcards, and store signage.

### ADVANCED MARKETING & PROCESSIN, INC. d/b/a PROTECT MY CAR EMAIL MARKETING SPECIALIST

April 2020 - June 2021

Created and managed email campaigns for automotive vehicle service contracts. Designed and managed landing pages using Unbounce.

### LOOP LLC. d/b/a AUTOLOOP PRODUCTION ARTIST / EMAIL CAMPAIGN MANAGER

January 2009 - November 2019

Designed and managed automotive email marketing campaigns for over 500 automotive dealerships nationwide. Produced an average of 30-40 custom, on-demand email creatives weekly. Supervised a team of 6 email campaign account managers.

## EDUCATION

### THE ART INSTITUTE OF TAMPA - TAMPA, FL

Emphasis on the development and design skills for creating user-centered, interactive web content. Primary usage of Adobe products such as Photoshop, Illustrator, and Dreamweaver. Other products such as Final Cut Pro for video production.

**BACHELOR OF FINE ARTS  
WEB DESIGN & INTERACTIVE MEDIA**  
October 2005 - June 2008

### DARTMOUTH HIGH SCHOOL - DARTMOUTH, MA

General high school curriculum.

**High School Diploma**  
September 1984 - June 1988

## SKILLS

Adobe Creative Suite (Photoshop, Illustrator, and Dreamweaver)  
Email Marketing, Automation & Data Analysis  
Brand Marketing  
Copywriting  
HTML/CSS  
Microsoft Office Suite  
Management  
Final Cut Pro  
Trello/JIRA/Wrike/ClickUp

## INTERESTS

- Nature
- Weather
- Bowling
- Meeting new people
- Making new friends
- Random acts of kindness & assistance