



# Houston Wickham

Email Deployment Specialist

 houstonwickham@gmail.com

 (901) 628-2184

 225 Cherokee Cir Oakland, TN, 38060

## EDUCATION

### UNIVERSITY OF TENNESSEE- CHATTANOOGA

*Chattanooga, TN*

*Computer Science (May 2010)*

## ADDITIONAL SKILLS

Responsive Email Development

Email Deployment/Scheduling

List Segmentation

Email Journey/Campaign Implementation

Web Development(HTML5, CSS3, ES6)

Mailjet Markup Language(MJML)

Email and Web Quality Assurance

Experience with popular email platforms:  
Salesforce, Selligent, Pardot, Mailchimp,  
Campaign Monitor, Sendgrid, etc.

Currently training in ReactJS

## CERTIFICATIONS

Salesforce Certified Marketing Cloud  
Email Specialist (2017)

FreeCodeCamp Responsive Web Design  
Certification (2021)

FreeCodeCamp JavaScript Algorithms and  
Data Structures Certification (2021)

Vanilla JS Academy Certification (2021)

## CAREER OBJECTIVE

Detail-oriented professional with 8+ years of experience and a proven knowledge of email development, segmentation, deployment, and quality assurance. Aiming to leverage my skills to successfully fill the Email Developer role at your company.

## EXPERIENCE

### EMAIL CAMPAIGN SPECIALIST

*Pragmatic Institute, Phoenix, AZ / Aug 2021 - Present*

- Responsible for development, QA, and scheduling/deployment of all weekly marketing and ad hoc emails across both Pragmatic Institute and The Data Incubator brands
- Built and managed Github repository of email templates and components allowing for faster development and style standardization
- Collaborated with design/strategy team to implement a full redesign of all email design systems

### DIGITAL DEVELOPER / EMAIL DEPLOYMENT SPECIALIST

*Archer Malmo, Memphis, TN / Dec 2020 - Aug 2021*

- Oversaw growth of email deployment team members
- Responsible for web development tasks on top of existing email deployment workload
- Tasked with building responsive web pages and HTML5 banners

### JR DIGITAL DEVELOPER / EMAIL DEPLOYMENT SPECIALIST

*Archer Malmo, Memphis, TN / Jan 2016 - Oct 2020*

- Responsible for developing responsive HTML emails from scratch
- Built, tested, and deployed dynamic multi-lingual emails across 47 different country/language combinations
- Troubleshoot HTML email issues on client provided emails
- Tasked with segmenting lists across multiple markets and subscription levels
- Set up and troubleshoot issues on email journeys
- Tasked with minor web development updates

### DIGITAL QUALITY ASSURANCE ANALYST

*Archer Malmo, Memphis, TN / Apr 2014 - Jan 2016*

- Responsible for ensuring final deliverable met quality standards
- Tested large variety of assets from websites, landing pages, apps, banner ads, emails, etc.
- Trained new employees to maintain a consistent standard of quality across department